MC

the Manufacturing Confectioner

December, 1956

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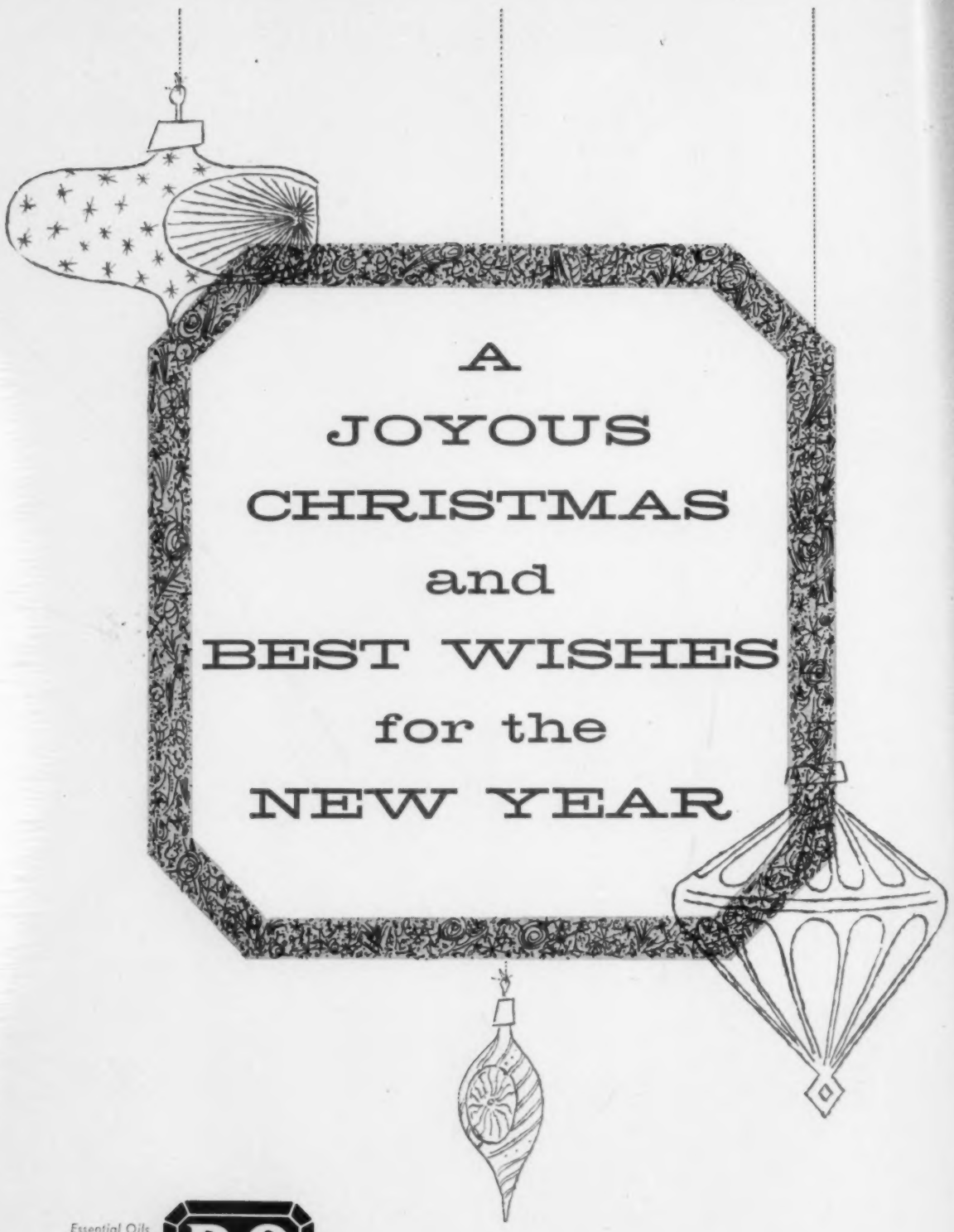

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D. L. Nunn
Kansas City
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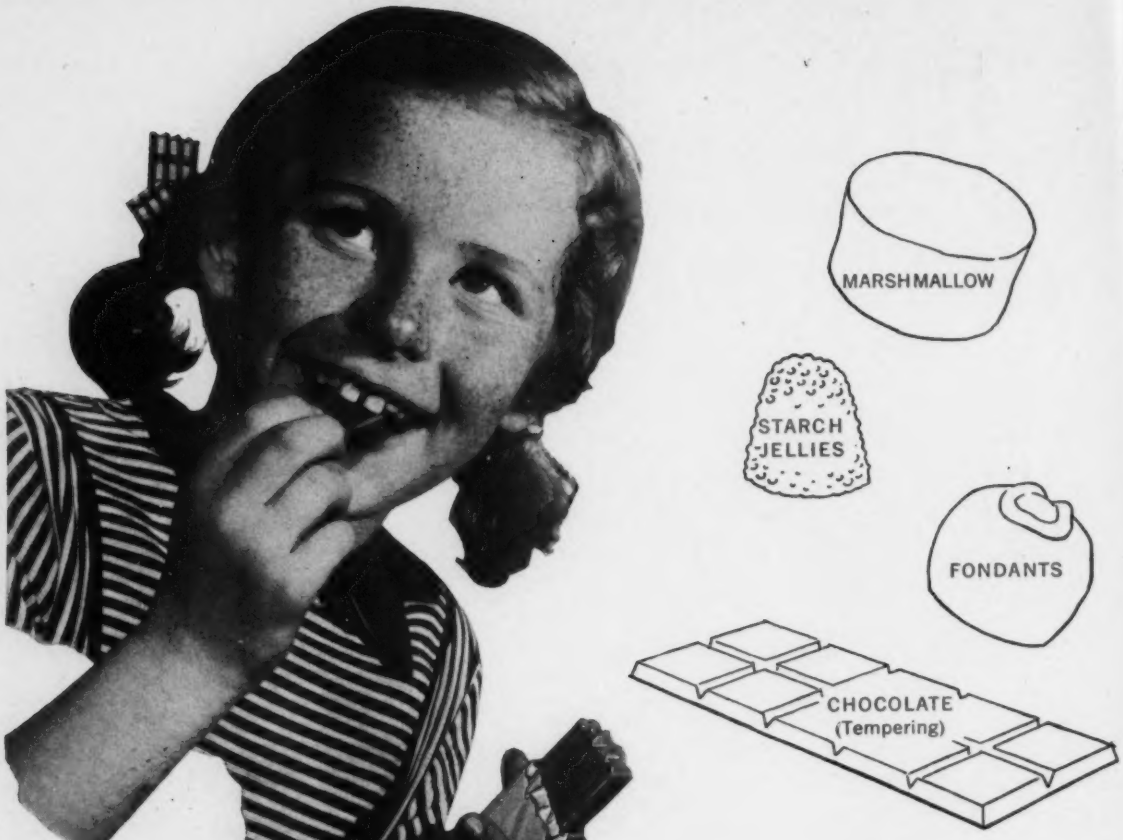
(Consultant)
To all our friends, our sincere wishes for a very Merry Christmas and a Happy and Prosperous New Year.
R. S. Whiteside
President
Sterwin Chemicals Inc.
Subsidiary of Sterling Drug Inc.
1450 Broadway, New York 18, N. Y.
IN CANADA:
Sterwin Chemicals Of Canada Ltd.
1019 Elliott Street W., Windsor, Ont.



Now you can make them better

at lower cost with *Votator*® Continuous Processing Apparatus

At Thos. D. Richardson Co., VOTATOR Processing Apparatus boosted production rate of starch jelly from 800 to 2100 pounds per hour, improved clarity and uniformity.

Candy manufacturers who have converted from batch methods to enclosed, continuous processing with VOTATOR* Processing Apparatus report important results such as these:

- Reduces operating costs as much as 50% through labor and utilities savings.
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- Increases shelf life of product. Colors more brilliant, clearer. Develop no crusting.

It will pay *you* to investigate VOTATOR Continuous Processing Apparatus for cooking, cooling and other processing. Write The Girdler Company, Votator Division, 224 East Broadway, Louisville 1, Kentucky.

*VOTATOR—Trade-Mark Reg. U. S. Pat. Off.

The **GIRDLER** Company

A DIVISION OF NATIONAL CYLINDER GAS COMPANY
LOUISVILLE 1, KENTUCKY
VOTATOR DIVISION: New York • Atlanta • Chicago • San Francisco

MC candy business

December 8, 1956

The Pecheur Lozenge Co. of Brooklyn has been purchased by **F. Barry Haskett,** formerly with the **Frank H. Fleer Corporation. Raymond S. Beck** has been named Director of Marketing. Beck was formerly manager of market research for Frank H. Fleer Corp.

Robert A. Johnston Co. has named **Guenter Krellwitz** candy superintendent. Krellwitz was educated and trained in Europe. He then worked with several candy companies in Canada and the U.S., most recently at Marshall Field's candy kitchen.

Fannie May Candy Co. is opening its first roadside candy making and selling operation. It will be the first such operation west of New Jersey. It is located between two large shopping centers on the northwest side of Chicago.

The Sweets Corp. of America has bought 13 alternate week quarter hours on four different programs over a 26 week period, from NBC-TV. The programs are "Cowboy Theater", "Howdy Doody", "Tic Tac Dough" and "Comedy Time".

Chester H. Farrell, personnel and syndicate bulk sales director for **Walter H. Johnson Candy Co.,** died suddenly on November 11th. He had been with the firm for 18 years.

Phoenix Candy Co. has introduced a new line of pocket packages for the theater and vending trade. They will be filled with their regular line of toffies and taffies.

Robert B. Schnering has resigned as president of **Curtiss Candy Co.,** but remains on the board of directors. **James M. Delaney,** board chairman since last August has been elected president.

Victor H. Gies has been named chairman of the board of directors of the National Confectioners Association, and chairman of its executive committee, replacing Robert B. Schnering, who resigned because he is no longer active in the candy business.

The 1958 convention of the NCA will be held in San Francisco on July 6th to 10th at the Sheraton-Plaza Hotel. **Neal V. Diller** will be the general convention chairman.

A New School Kit has been prepared by the National Confectioners Association for distribution by members of this industry to school officials. It includes a full color wall chart, description of the NCA film on "Candy and Nutrition", and teacher and student material for class room use. Complete kits are available from NCA, 221 N. LaSalle St., Chicago, for 40¢ each, and quantity prices are available on all items in it.

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The Philadelphia Section of the American Association of Candy Technologists is sponsoring an advanced course in candy technology at Drexel Institue of Technology in Philadelphia. The group has sponsored two course in basic candy technology, and is repeating this course this fall. The advanced course will include practical laboratory work, filth determination analysis, sanitation and fumigation and development of candy formulas.

FOOD TECHNOLOGY DEPARTMENT

Illinois Institute of Technology

announces a special course

CANDY TECHNOLOGY, COURSE I

The Department of Food Technology of the Illinois Institute of Technology will offer a special course in candy technology, beginning the week of February 11, 1957. It will be sponsored by the Chicago Section of the American Association of Candy Technologists.

REQUIREMENT FOR ADMISSION to the course is an interest in the problems of candy technology, a high school graduation or its equivalent, and present employment in candy manufacturing.

TUITION for the course will be $60, which covers all expenses.

CLASSES will open the week of February 11th, and continue for consecutive weeks of one-two hour hour classroom period each week for twelve weeks. Enrollment is limited to 25 students.

LECTURES will be given by Dr. Milton Parker, Dean of the Food Technology Department, his staff, and qualified men from industry.

THE PURPOSES of the course are to meet the needs of the industry for a basic course that will give the student a broad background of information on the raw materials commonly used in the industry, and the reasons for their use; and to give the individual production worker, who is slated for advancement, basic knowledge in the elements of quality control.

THE COURSE covers raw materials, their characteristics and qualities. Emphasis is also placed on factory sanitation problems and procedures.

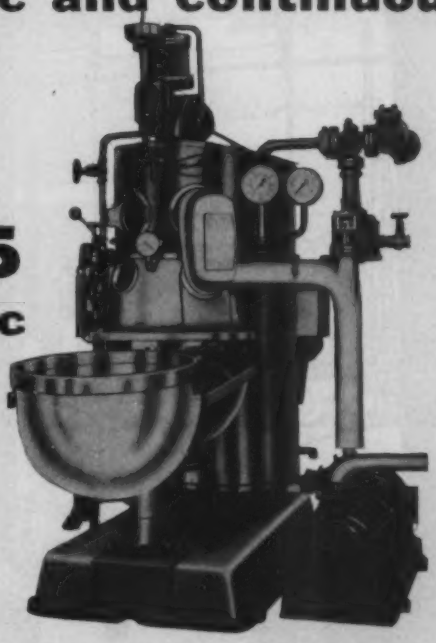
PLEASE ADVISE IMMEDIATELY if you are interested in the course, whether for reservations, more information, or more of these announcements. Since the course is limited to 25 students, it is important that contact is made as soon as you can. Write or call Stanley Allured, 418 N. Austin Blvd., Oak Park, Illinois. Village 8-6310.

Hansella

PRESENTS: **AUTOMATION in COOKING!**

with the 126 automatic and continuous dissolver

plus the 145 automatic ROBOT cooker



This Hansella dissolver-cooker combination is so automatic in its performance, a single operator can supervise the entire cooking plant!

The 126 AUTOMATIC AND CONTINUOUS DISSOLVER is the only dissolver made that proportions a formula's ingredients, dissolves and preheats them, then adds the correct amount of cornsyrup or invert sugar — all done automatically and continuously! A patented and exclusive design feature protects automatically against syrup discoloration. As for output, the 126 is available in models with capacities of up to 3000 lbs. of syrup per hour (when using a 60% sugar/40% cornsyrup ratio). All models can be adapted for use with appropriate types of continuous cookers of other manufacturers.

The 145 AUTOMATIC ROBOT COOKER produces batches that are always light in color, low in inversion, and uniform in both quality and quantity. The ROBOT is adaptable to many candy formulas because it is the first cooker that combines continuous, automatic cooking under atmospheric pressure with subsequent vacuum treatment, permitting the operator to make wide variations in the percentage of cornsyrup that is added.

Once the controls are set, the operation of the ROBOT is completely automatic. It has an output capacity of 800 to 2000 lbs. per hour.

Complete technical service and factory original parts available from our New Jersey plant.

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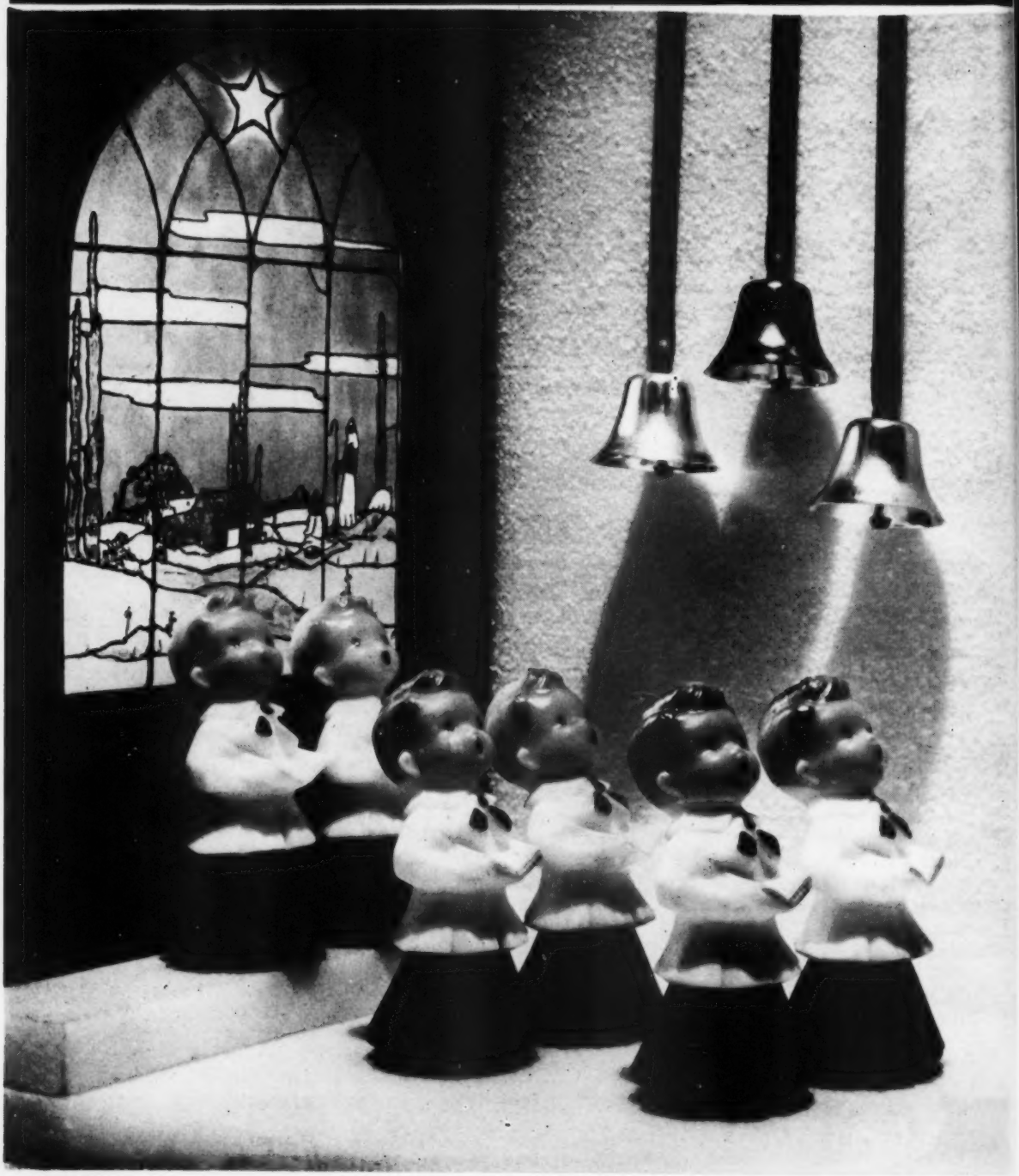
We at FRITZSCHE BROTHERS, INC., *send you*
Greetings *and All Good Wishes for*
Christmas *and the* **New Year**



the Manufacturing Confectioner

with International Confectioner

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COVER: These holiday decorations made from regular production candies illustrate possible themes for "Do-it-Yourself" kits, or candy promotions. These were made up by the National Confectioners Association.

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of your
chocolates
and bon bons
for your
window
and counter
displays
and your
salesmen

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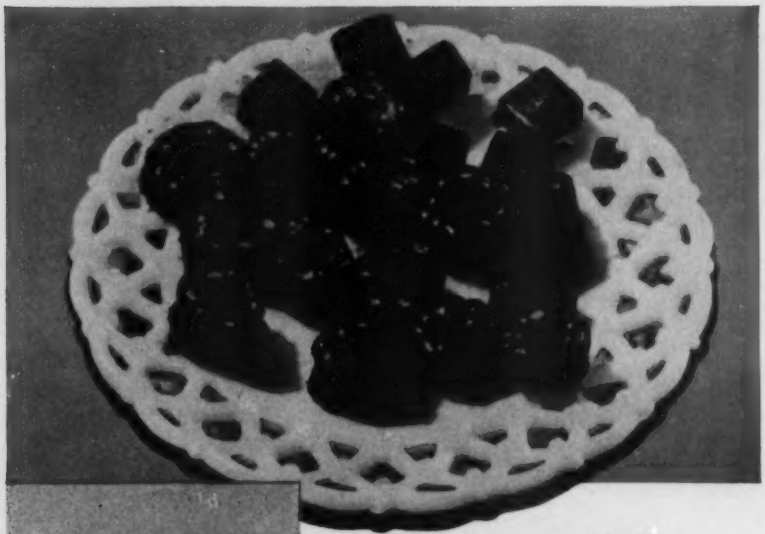
Consultants to the Candy Industry

The Sweet and The Sour

Sweet Dairy Whey

saves up to 40% on dairy ingredient costs for fudge, caramels and taffy



New Whipping Agent for Cremes and Toppings!

Peebles' DAIRY WHIP is an amazing new whipping agent that replaces up to 50% of the egg white in standard formulas . . . greatly reduces ingredient costs . . . and improves results for marshmallow cremes, fountain toppings, mazettas and frappes. Dairy Whip reduces weep, retards corn syrup separation . . . makes your mixes smoother, creamier.

Caramels are creamier, taffy is smoother, fudge richer . . . and costs go down. That's what happens when you replace part of your dairy ingredients with Western's Sweet Dairy Whey.

Sweet Dairy Whey is an improved, spray-dried dairy solid that gives candies more even texture . . . more customer-tempting color and flavor. It enhances keeping qualities because it contains less casein, more of the moisture-retaining ingredient, lact-albumin. Sweet Dairy Whey meets all U.S. Extra Grade standards too.

And most important: Sweet Dairy Whey brings you all these product improvements at *savings of up to 40% on dairy ingredients.*

Write Technical Service Department for bulletins, and complete information covering specific uses. Please specify product.

WESTERN CONDENSING COMPANY • Appleton, Wisconsin

The Western Candy Conference, scheduled for February 27, 28 and March 1st in Los Angeles, promises to be another outstanding example of Western showmanship and hospitality. Particularly intriguing is the planned helicopter ride for the ladies out to Disneyland, and lunch in Walt Disney's private dining car. The men are promised a number of surprises at the golf party. Plan to attend this affair for an enjoyable visit with your friends in the trade, and for sightseeing in "El Pueblo de Nuestra Senora, la Reina de Los Angeles".

Clinton Corn Processing Company has called our attention to an error that we committed in their ad in our last issue, one that is likely to mislead our readers. At the bottom of the ad, in the usual position for such information, appeared the following line. "Technical service is available with obligation." The line should have read . . . "withOUT obligation". Therefore, you may proceed herewith to pose any technical problem to that firm, covering any application of corn syrup, corn starches, or other products from corn, to your specific production.

This year marked the 50th Anniversary of the Food and Drug Administration. In honor of this event, many states proclaimed a Food and Drug Golden Anniversary Week, and an all-day celebration was held in Washington, D. C.

The so-called "good old days" were old but not "good." Commercial food production at the beginning of this century was in its infancy: conditions in many plants were primitive by modern standards. The public became alarmed by shocking exposures of filthy, fraudulent, or dangerous products: foods dosed with chemical preservatives, candy colored with poisonous dye, and the tragic consequences which followed when people believed in the cure-all promises of the "patent" medicines.

Such disclosures resulted in the "Pure Food and Drug Law" of 1906. In 1927, the Food and Drug Administration was established as

Taste Panel Scores Marshmallows containing SORBITOL 6 TIMES BETTER than ordinary marshmallows after 15 weeks

In fact, plain cast marshmallows containing sorbitol scored higher than ordinary marshmallows at every testing period! And penetrometer tests prove that sorbitol-made marshmallow is generally 30% softer even after 15 weeks! Sorbitol modifies the crystal structure of mixed sugar systems . . . keeping marshmallows soft and tasty longer.

KITCHEN-TESTED SORBITOL RECIPE FOR PLAIN CAST MARSHMALLOWS

Gelatin (225 bloom)	1 lb. 12 oz.
SORBO®—sorbitol solution	14 lbs.
Corn Syrup	21 lbs. 8 oz.
Granulated sugar	41 lbs. 8 oz.
Water (1)	7 lbs.
Water (2)	14 lbs. 8 oz.

Mix gelatin with 7 lbs. of water and set aside. Place remaining 14½ lbs. of water in a kettle, add sugar, mixing and heating, but do not boil. Turn off heat and add Sorbo and soaked gelatin. Mix until gelatin is completely dissolved. Beat until white.

PRODUCTION ADVANTAGES

Sorbitol permits advance production and storage of marshmallows without sacrifice of quality . . . helping to meet seasonal demands and leveling off production. Sorbitol's narrow humectant range enables confectioners to hold Friday's production of cast marshmallows in starch molds over the weekend without loss of quality.

Sorbitol is mildly sweet and blends well with other ingredients. For better-tasting, better-selling marshmallows—try sorbitol. For samples, technical data, and formulation assistance, write or call Atlas today. Tell your Atlas salesman you'd also like to see the new Atlas color movie "Practical Small Scale Making and Testing of Candy."

Why pay EGG Prices . . .

when you can get

BETTER WHIPPING with

GPI G-400 WHIPPING PROTEIN

?

G-400H for Horizontal Beaters

G-400V for Vertical Beaters

GPI G-400 has had a thorough proving-out in volume production by leading candy makers. It is being more and more widely used in such operations every day. And essentially, the reason for its increasing acceptance is that it actually gives you *better whipping.*

But in today's raw materials market, you get an important plus-benefit. Costs for this part of your manufacturing process are cut sharply when you start using GPI G-400.

With all the quality advantages which this better whipping agent offers you, why carry the burden of spiralling cost? Just call us in to discuss how easily you can put GPI G-400 to work in *your* plant—and just what dividends you'll get in better whipping, more product uniformity, and reduced costs.

- 2 specific types to give optimum results in either horizontal or vertical beater
- Maximum whip volume—increased stability
- Greatly improved "stand-up" characteristics
- Lower cost—*much* less than egg albumin
- Whips faster—retains chocolate and cocoa color in fudge and chocolate centers—high amino acid content

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Gunther Products, Inc.

600 EAST MAIN STREET . . . . GALESBURG, ILLINOIS

Sugar by pipeline

...material handling at its simplest

"Every time you handle material," explains your Flo-Sweet Engineer, "it costs you money. When human labor is involved, it can cost you *big* money.

"That's one of the reasons we developed the Flo-Sweet liquid sugar system. Sugar by pipeline is material handling at its simplest . . . material handling that is most economical, too.

"Of course, Flo-Sweet liquid sugar gives you other advantages as well as economy. Sanitation, for instance. The sugar travels in a sealed system from our refinery right into your own process. And the cleanliness inherent in Flo-Sweet sugar by pipeline helps tremendously in your own plant housekeeping, too.

"When it comes to quality . . . Flo-Sweet liquid sugars are tops in the industry — in some respects even superior to granulated. Why don't you look into *all* the advantages of Flo-Sweet — right away?"

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FLO-SWEET

FIRST IN LIQUID SUGAR

SERVING INDUSTRIAL SUGAR USERS EXCLUSIVELY

FROM YONKERS — PITTSBURGH — TOLEDO — DETROIT

a separate unit of the Department. The original Act was completely rewritten and modernized in 1938. In 1940, the Administration was transferred to the Federal Security Agency, which became the Department of Health, Education, and Welfare in 1953.

The principal job of the FDA is to enforce the Federal Food, Drug and Cosmetic Act and thereby carry out the purpose of Congress to insure that foods, drugs, therapeutic devices and cosmetics are pure and wholesome, safe to use, made under sanitary conditions, and truthfully labeled. It protects consumers against unfair competition by inferior or dishonestly labeled goods. Effective enforcement likewise guarantees public confidence in the quality of American foods, drugs and cosmetics.

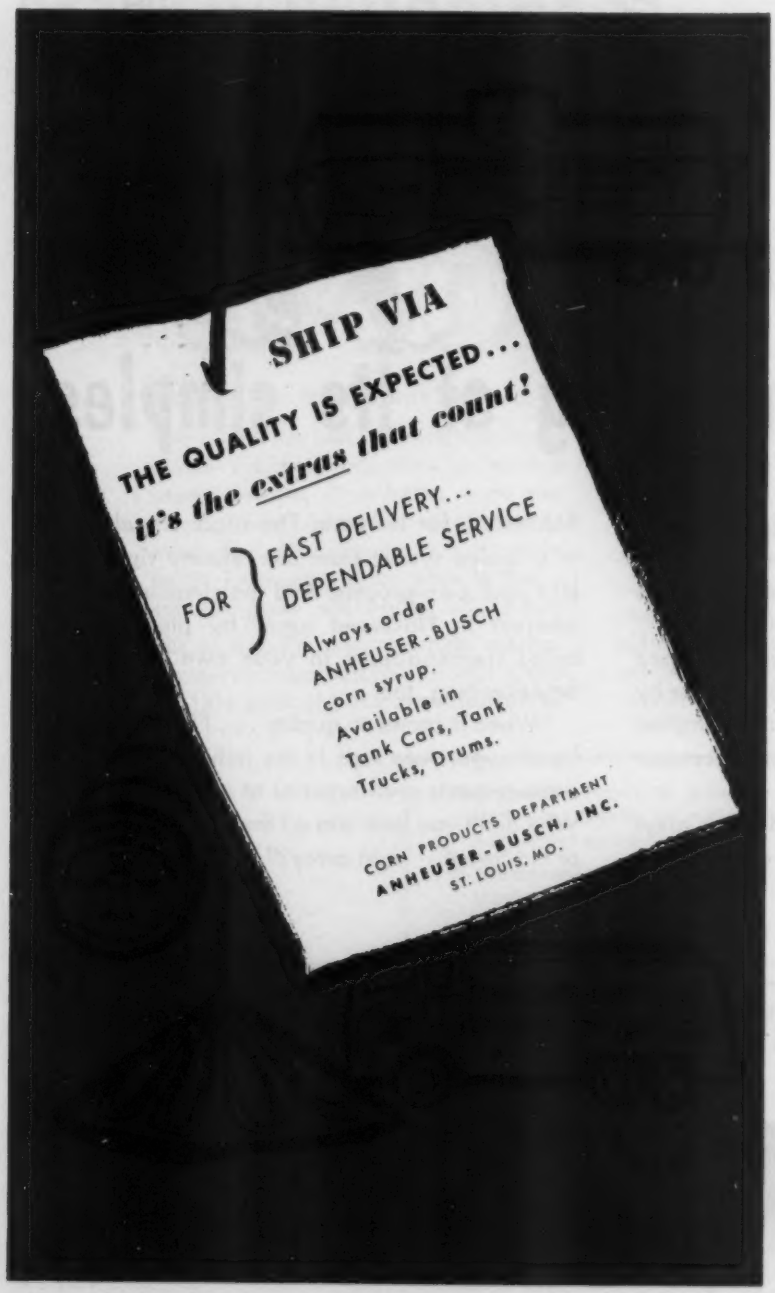
Modern scientific methods are required to enforce the law. FDA was one of the first of the scientific crime-detection agencies. Laws to insure the purity of foods or the potency of drugs would be impracticable and unenforceable whether products are up to standard.

FDA has approximately 200 inspectors in the field, visiting factories and processing plants and looking for samples of products which violate the law. Sixteen District offices are equipped with laboratories which analyse the samples. In Washington are the research laboratories which are constantly working on the more difficult problems and devising new and better methods of analysis.

Of special interest to food manufacturers, is FDA's responsibility to check the safety of all batches of coaltar colors (dyes) for use in foods, drugs or cosmetics.

Though the protection afforded the public through the efforts of FDA are highly effective and America's foods are the safest in the world, America's industry has outgrown the facilities of the FDA.

The Citizens Advisory Committee on the FDA made a report which recommended a three to four fold increase in the staff and facilities of the FDA. These recommendations for expansion are being followed, which seems suitable recognition for the quality of work performed by FDA during its first fifty years.



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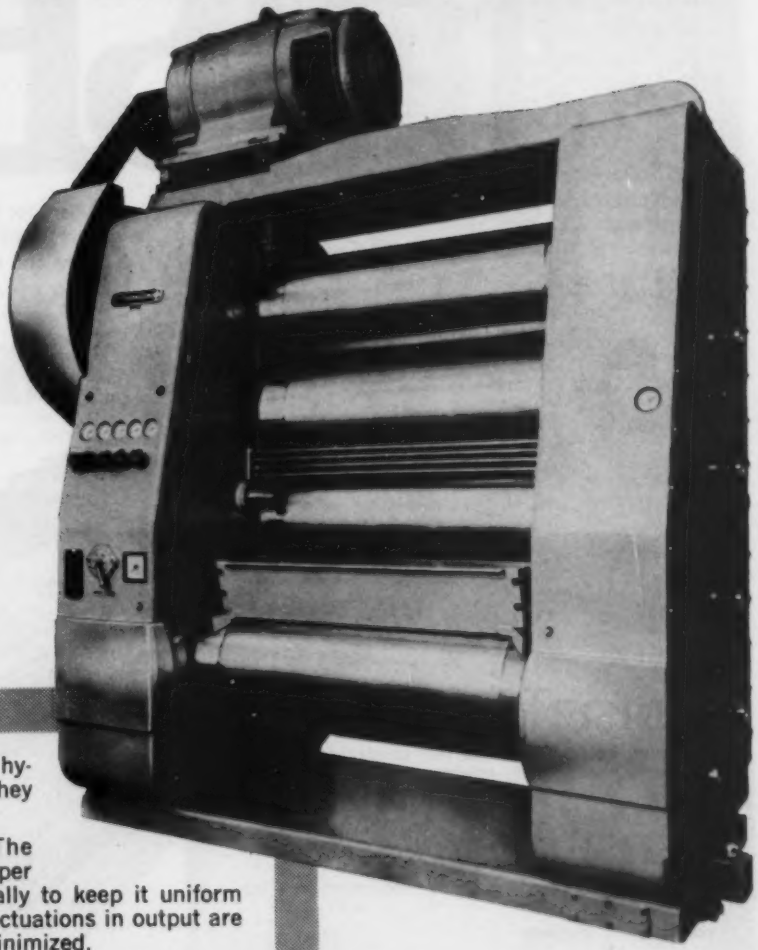
FIVE ROLLER MILL

for CACAO and CHOCOLATE PASTES



Type SFG-c

- **Constant Roll Pressures** — Fully hydraulic regulation . . . once set they never need readjustment.
- **Hydraulic scraper control.** The pressure of the improved scraper blade is readjusted automatically to keep it uniform and the angle never varies. Fluctuations in output are eliminated. Wear on knife is minimized.
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Plant for solid chocolate (tablets, bars, fancy shapes etc.) plain or with ingredients as nuts, almonds, raisins and the like.

Depositor with 2 independently working hoppers. Discharge conveyor running along the rear side of the plant.

JENSEN *means*

maximum production of perfect goods at precision weight on minimum floor space

JENSEN *means*

fully automatic working (only one attendant for supervision)

economy hygiene

JENSEN *means*

unsurpassed versatility:
adjustment **during operation**
of weight, length and point of deposits and number of depositing rows per mould (1-2-3-4-6 rows).
The doublehopper depositor can deposit into 2 half mould series—alternately inserted in the circuit—for articles with different length.
Automatic interruption of depositing action (i. e. each mould completed from one hopper regardless of number of depositing rows).
With several depositors a corresponding number of different articles are run **automatically** in one circuit (f. inst. with 3 depositors, 6 different articles).

MIKROVÆRK A/S

32-38, SYDMARKEN, SØBORG
(COPENHAGEN) DENMARK
TELEGRAMS:
MIKROFACT - SØBORG

Representative for U.S. & Canada: VACUUM CANDY MACHINERY CO., 15 Park Row, New York 38, N.Y.

CALENDAR

December 8—Los Angeles Confectionery Sales Club Christmas Party, Beverly Hilton Hotel, Los Angeles, Calif.

December 8—Carolina Confectionery Salesmen's Club Annual Christmas Party.

December 13—AACT, New York Section, Busto's Restaurant, Lower Manhattan, N. Y.

December 13—Metropolitan Candy Brokers Assn. Inc., Hotel Empire, 63rd and Broadway, New York City.

December 13-14—Western Confectionery Salesmen's Assn. Annual Meeting, LaSalle Hotel, Chicago.

December 15—Great Plains Candy Club, 12:30, Great Castle Hotel, Omaha, Neb.

December 15—AMCC (Assoc. of Manufacturers of Confectionery and Chocolate) 2nd Annual Formal Dinner Dance, Sert Room, Waldorf Astoria, New York City.

December 17—Chicago Candy Club, American Furniture Mart, 666 Lake Shore Drive, Chicago.

December 17—Confectionery Salesmen's Club of Philadelphia, 1:30 PM, 2601 Parkway House, Philadelphia, Pa.

December 18—Candy Executives & Allied Industry Club, St. George Hotel, Brooklyn, N. Y.

December 29—Southwestern Candy Salesmen's Assn. (Dallas Candy Club), 12:30 Sammy's Restaurant, 3900 Oak Lawn Ave., Dallas, Tex.

1957

January 2—Buffalo and Western New York Confectioners' Assn., MacDoel's Restaurant, Buffalo, N. Y.

January 5—Northwest Candy Club, Seattle, Washington, contact secretary for meeting place.

January 5—Kansas City Candy Club, The Town House, Kansas City, Kans.

January 7—Confectionery Salesmen's Club of Baltimore, luncheon at Gannons Restaurant, Baltimore, Md.

January 7—Candy Production Club of Chicago, American Furniture Mart, 666 Lake Shore Drive, Chicago.

January 7—Pittsburgh Candy Club, noon luncheon, Eddie Ashner's Colonial Tavern, Route 51, Brentwood, Pittsburgh, Pa.

January 13-16—Boston Candy Show, Hotel Statler, Boston, Mass.

January 27-30—Philadelphia Candy Show, Hotel Benjamin Franklin, Philadelphia, Pa.

February 1-2—NCWA Packaging Clinic for wholesalers, Palmer House, Chicago, Ill.

February 27-28-March 1—Western Candy Conference, Hotel Biltmore, Los Angeles, Calif.

April 25-26—Pennsylvania Manufacturing Confectioners' Association 11th Annual Production Conference, Lancaster, Pa.

June 9-13—National Confectioners Association Annual Convention and Exposition, Conrad Hilton Hotel, Chicago.

June 18-21—Southern Wholesale Confectioners Association, Inc., Convention and Trade Show, Jung Hotel, New Orleans, La.

July 28-August 1—National Candy Wholesalers Association Annual Convention, Chicago, Ill.

Treasure of them all!
FELTON
PURE
VANILLA
Felton goes right to the heart of the best vanilla areas in the world . . . Mexico, Madagascar and the Bourbon Islands . . . for its superb, full-bodied pure vanillas. But that's only half the story . . . To be worthy of the label "Felton," our vanillas are subjected to endless laboratory control-testing. Only then is Felton ready to offer you its vanilla . . . the treasure of them all!
For the very best Mexican and Bourbon Vanilla . . . Made to your own specifications, at the most advantageous low prices.
We invite you to try
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4-FOLD
2-FOLD OLEO RESIN
STANDARD EXTRACT
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Flavors
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Aromatics
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Outstrip competition with

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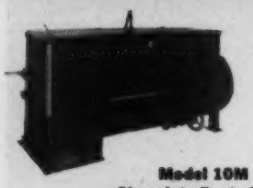

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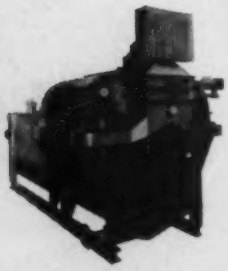

Model 450
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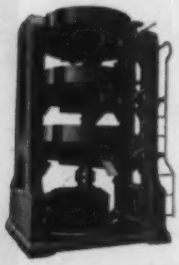
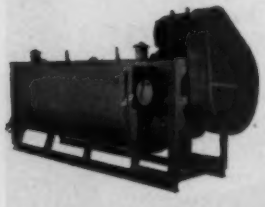


Model 48 D-LX Triple Mill



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December 1956

Volume XXXVI—Number 12

"Automation" . . . a discussion of its nature and effects

The word automation was first used in 1947 by Mr. D. S. Harder, Ford Motor Company vice president, to describe the automatic handling of parts between progressive production processes. Since that time, it has come to mean a great deal more.

I prefer to think of it (automation) as including all technical devices leading to the development of machinery for judgment. For an all inclusive definition, it is: "A contemporary group of independent advances in the field of mechanization which characteristically employ discriminatory devices and automatic controls, including transfer machinery, automatic assembly, the whole field of control engineering and that part of communication engineering concerned with data processing, accountancy and calculation involving the use of electronic computors."

Automation differs from mechanization in that the former replaces man's physical effort by mechanical energy, while automation goes further and tends to replace man's judgment. Watt's steam engine illustrates the difference between automation and mechanization. The engine using steam to convert the heat from a fire into mechanical energy to drive a shaft, is an example of mechanization. The flyball governor invented by Watt in 1778 is a perfect example of automation. The engine rotated a shaft to which was attached a pair of arms with cast iron balls at their ends. As the shaft rotated the balls would fly outwards and upwards to centrifugal force. The angular movement of the arms through a lever was transmitted through the throttle, tending to close the throttle as the speed of the shaft increased. In short, the engine was made to control itself, using the principle of feedback.

An essential feature of automation is the idea of linking a sequence of operations into a continuous process without manual handling.

In newer continuous processes, such as oil refining, the material flows through a succession of stills, columns and reactors until it emerges as a complete product. The condition of the material at any point in the continuous process is critically important. Instruments are installed to keep the operator informed and enable him to make adjustments if conditions are not right. The use of automatic controls to carry out these adjustments by feeding back signals, followed quickly and naturally. Oil refineries are approaching the point where 20% of their capital cost is for these controls. Costly plant units may be operated continuously with no more than two operators per shift —two because one might become ill.

Transfer machining or "Detroit Automation," as it is sometimes known, referred to non-process industries. However, while certain parts of cars such as cylinder blocks and pistons are now made automatically, the car itself is still put together by hand.

Complete redesigning of a product has often been necessary to make automatic assembly an economic process. The electronics industry is cited as an example.

To automate many industries entirely new concepts will have to be evolved. Many traditions will be broken. This will require a selling job if these new designs are to be accepted.

The third form of automation lies in the field of computors and office machines. In addition to carrying out repetitive and complex calculations quickly, automation devices are being used for payrolls, inventory control, etc.

There are four basic reasons why industry and commerce adopts automation:

1. Products can be made cheaper.
2. Products can be made better.
3. Industrial processes can be made safer.
4. It makes possible certain processes heretofore impossible.

Of greater importance is the economic reason for automation—the need for greater productivity. Forecasts of all the economists, both government and private, see our gross national product expanding by 40% in the next 10 years. In those 10 years our labor force cannot expand by more than 14%. To achieve this output with only a 14% increase in work force, each worker must produce 25% more than he does today. It is obvious that we can only accomplish this by adopting mechanization and automation in an ever increasing degree.

Fears have been expressed regarding the social and economic upheaval that will be caused by automation—that we are to become a nation of machine minders, utterly dependent on our robots. Thus, in fact, becoming robots ourselves. This, of course, is the sheerest rubbish.

As soon as it becomes scientifically possible to replace a human function by an automatic function it should be done, and if this is not done, the blunt truth is that man himself is being operated as an automation. This applies to clerical functions as well as manual functions. It seems more moral to run the risks of altering the industrial and social structure, than to degrade human populations to the status of automats. Well-intentioned people whose eyes are wide open to the impending dangers of an industrial scene bereft of "the human element" should not remain so blind to this occupational indignity of twentieth century man.

Fears that automation may cause unemployment have been thoroughly debunked. In a vibrant and expanding economy we need have no fears. In a time of slump it is possible there may be some inherent dangers. In an inflationary period, automation will mitigate to some extent the evil consequences of overful employment, without causing widespread unemployment. Whatever the risk to our social and economic fabric, whatever the risks or benefits to our spiritual individualities, the risk of falling behind other industrial countries is immeasurably greater.

Speed with which our nation can automate is limited by a need for personnel who can care for and maintain the devices that have replaced them. For example, demand for electricians and maintenance engineers of all sorts is bound to increase as more of these complex devices are installed.

Computor production control

Electronic computors in the future will enter more directly into the production field. They will be used to control processes and coordinate various departments, as well as work out optimum stocks of material and work in progress. Master controllers might even take into account external problems such as changes due to seasonal demands. Computors will replace man because the human brain cannot assimilate and store facts quickly enough or long enough. Human beings are subject to emotion and non-significant noise. They tire. Computors have none of these stortcomings. There is not a single industry in the industrial classification that is not now using instruments and controls to some degree. It is an absolute certainty that more could be used in the engineering industry, process industry and miscellaneous manufacturing industries. It is not going to be necessary to have long runs of a given product to justify some degree of automation. Even specialty manufacturers have to increase productivity.

In a multi-product plant, maximum productivity can be obtained by ruthless selection of work and a total disregard for priorities. Hence, the needs of the customer are disregarded and a loss of good will results. Production control must be arranged to give maximum service and also maximum productivity. Automation is not going to side step the multi-product plant which in many cases is a smaller manufacturer. Here is where a computor service, from which smaller factories will be able to rent machines and experts to man them, can be used to obtain maximum productivity and customer satisfaction—and compatibility between the two.

Economists are coming to realize that booms and depressions are the "hunting" of an improperly adjusted servomechanism of society. It does not seem too far fetched to believe that a computor of sufficient capacity and capability will be able to point out dangerous trends in our economy and will be able to affirm or deny the effectiveness of possible corrective actions.

We can all help by promoting the benefits of automation with the knowledge that it holds a better and more prosperous life ahead.

EDITOR'S NOTE: This article is a condensed and edited version of a speech given by Ralph V. Coles, general manager of the Fielden Instrument Division of Robertshaw-Fulton Controls Company, on November 1st, before the Pittsburgh branch of the National Industrial Advertisers Association.

Particle size reduction viewed as a unit process

BY J. KOCH, LONDON

Particle size reduction is one of the processes widely used in the manufacture of chocolate and confectionery. It may be achieved by means of controlled rate crystallization from a solution or melt, or it may be achieved by means of a mechanical crushing, grinding, refining or pulverizing process. This discussion will deal only with the mechanical and not with the re-crystallization methods of particle size reduction, but it should not be overlooked that recrystallization is sometimes both a practical and an economic way of dealing with non-fibrous materials.

The candy manufacturer is principally concerned with particles of a relatively small size, small enough not to be seen or tasted as discreet particles. If particles of two different colours are closely and thoroughly mixed—cocoa and sugar, for instance—it is well known that the two will appear to fuse together when each has been reduced to a size of the order of 50 microns or slightly less. 1 micron = 1/1000 millimeters; 1/1000 inch = 25.4 microns. The sense of taste appears to be somewhat more discriminating as it is generally agreed that a particle size of the order of 25 microns is needed in a chocolate before the sensation of grit is eliminated; a still smaller size is commonly specified for the sugar particles in fondant, say 10 to 15 microns. The explanation of these apparent inconsistencies is fundamental to any real understanding of particle size control in this size range, for even the apparently simple and straightforward inference that taste is sharper than sight is quite possibly an illusion. The snag is essentially the difficulty of describing the size of a three dimensional particle by means of a single dimension; the adoption of some convention is essential if any such over-simplification is to be made workable, but the actual practice of particle size measurement is unfortunately not sufficiently standardized except in so far as different conventions are sometimes encountered in different factories or in different industries.

In the case of a typical refined chocolate, for instance, the particles of sugar usually average just about 2.5 times as long as they are broad ("breadth" signifying either of the two other dimensions), though some variation of the ratio occurs according to the temperature of the refiner rollers at the time of refining; cocoa particles, for which the typical ratio is about 4:1, are even more affected by refining temperature than sugar—really cold refiner rollers will produce nearly cubical "chunks" of cocoa nib whilst warm ones will produce long "flakes", up to about 8 times as long as they are broad. Fondant, in which the sugar is crystallized rather than ground, contains particles which are mostly cubical in shape.

Under the microscope, due to the usual method of preparing a slide, the longest side of a particle is always exposed to view; due to the very small quantity of material on a microscope slide, however, the average particle size observed is usually well below the maximum particle size, even when the largest particles only are deliberately sought out and measured. Different techniques of preparing and examining a slide have an enormous effect on the "average"

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particle size which will result from tests made on one and the same sample—I have actually known a single sample of chocolate to be described as 21 microns by one worker and 60 microns by another (myself), for all that their techniques of slide preparation and observation differed only in what a casual observer might have considered to be very minor points. In this particular case, a fairly complete written description of the other man's technique failed to pinpoint the cause of the difference—it was not till I met him in his own laboratory and we did a joint test that the reason for our divergences became obvious (essentially a matter of magnification and the method of traversing the slide—I was examining approximately 10,000 times as many particles on each slide as he was!). I have encountered many similar cases but none that I have investigated as thoroughly as I did this one; I have also met greater discrepancies than 3:1 (up to 10:1).

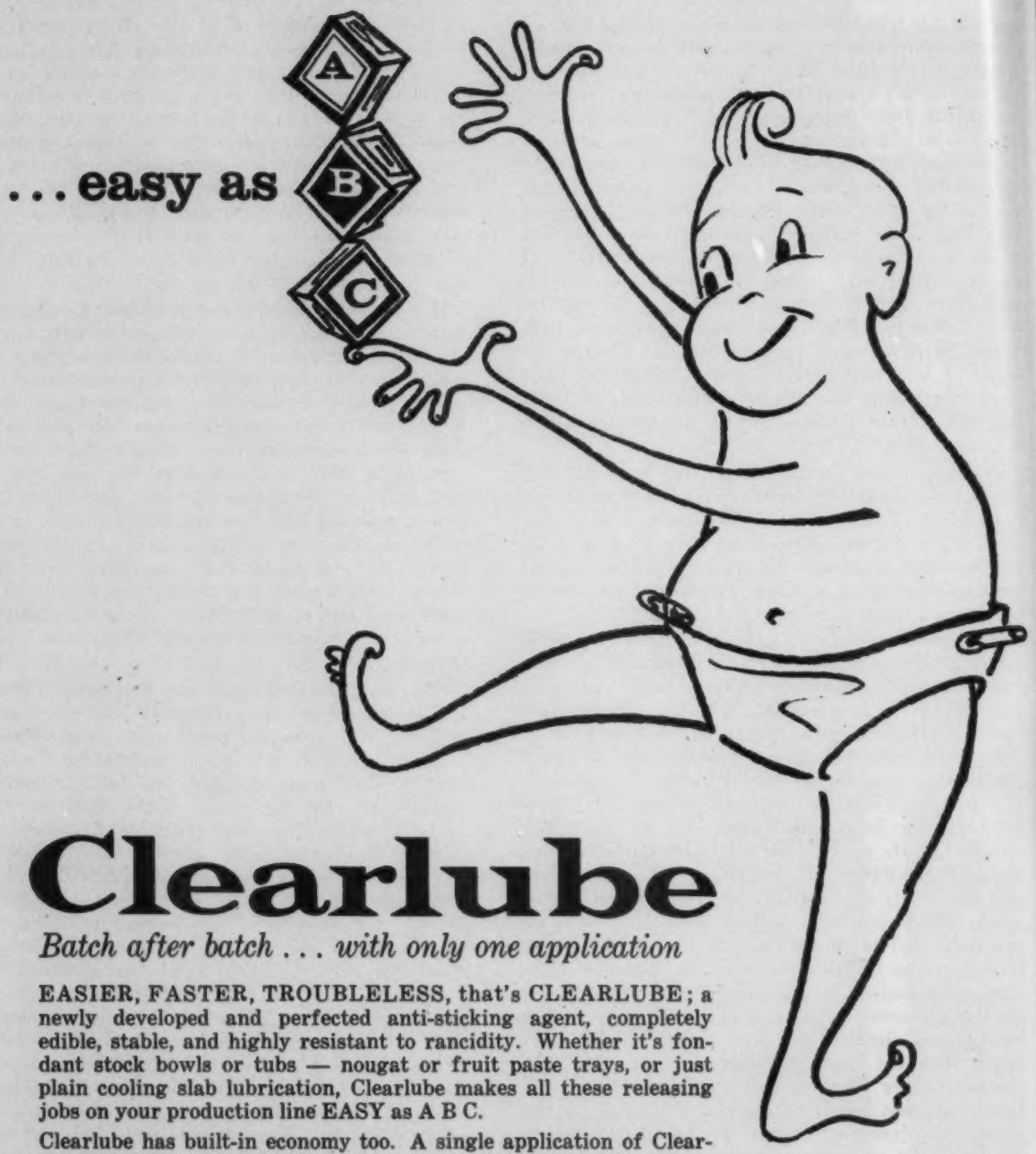
For determining the size of particles in a relatively fluid paste, therefore, I prefer the ordinary engineer's micrometer; in theory, it is less accurate than the microscope, but in practice it gives much more consistent results, especially when more than one instrument or operator is involved. The size of the sample tested is about the same as on the ordinary microscope slide, sometimes rather larger (as no dilution with oil is usually required), but the maximum particle size is automatically obtained. There is a very important difference, however, for whilst the microscope operator always sees the longest side of any individual particle, the micrometer operator always "sees" the shortest side of the largest particle. As already mentioned, for sugar particles this is normally about 0.4 times the longest dimension; for the particular sample already quoted, the micrometer reading was 22 microns (0.0009″). The micrometer gives clear and excellently reproducible results when used on a masse which has been roller refined, for particles naturally tend to go through rollers "end first"—the setting of the rollers determines the ultimate thickness of the particle, which is the dimension measured by the micrometer, but not its length. This is the basic reason why the cocoa particles in a chocolate are larger than the sugar particles, as seen under the microscope, for cocoa is less brittle than sugar and breaks up into longer "flakes"; as measured by the micrometer, however, there is no difference between the two. The micrometer is apt to be less positive when other types of grinder are used, for they usually produce a less consistent shape of particle.

A third form of test which is commonly used is the sieve test; a chocolate ground to the fineness of the sample already discussed will usually show little or no residue on a 300 mesh sieve (53 micron nominal mesh opening). There are several very serious theoretical snags about sieves which are nothing like so serious in practice. First of all, the average size tolerance permitted for the apertures of a normal fine mesh sieve is plus or minus 9%, or plus or minus 7% for a special grade of sieve (according to the British standard specification for test sieves—the American standard E 11-39 is not dissimilar) but a single aperture can be up to 50 to 70% off size before the sieve is condemned as substandard. Add to this that a particle shaped like a piece of hair can be put through a fine mesh sieve but still have an astronomical size, as viewed under the microscope, and it might appear that a sieve was a singularly useless piece of equipment for attempting to discover the true size of a particle! Actually, however, sieves are remarkably reliable in practice, though the absolute particle size they indicate can easily be a lot larger or a lot smaller than the figure given by some other type of particle size measurer.

It is actually inescapable that different methods of measurement will produce different results for, as already mentioned, it is impossible to describe the size of an irregularly shaped three dimensional particle accurately by means of one dimension alone. If you told two men each to go and fetch a 12″ piece of coal, they could each bring back very different looking pieces and still claim that they had carried out their instructions correctly; also, if you told a man to bring back the biggest piece from a 100 lb. lot of coal, it is highly probable that he would bring back a much smaller piece than if you told him to go and do the same thing in a 500 ton lot of the same quality of coal (the scale of the particular example of chocolate finenesses which was quoted above).

In general, I recommend the micrometer for common use on roller refined pastes: the sieve, or a series of sieves, for pulverized powders or pastes: the microscope can always be used, however, and usually must be used when the particles are too small for measurement by any other means. Sedimentation methods, which are also applicable to very small particles, yield still another "particle size", usually an imaginary "dimension" which is essentially the volume of the particle divided by its surface area; this is possibly a more useful dimension, technologically speaking, than any you can take with a ruler, but it is still another "micron value" to be taken into account. When a self consistent system of measurement is required, to cover a wide range of particle sizes, the convention I recommend is "as measured by the micrometer, when the particle is free to align itself to the jaws of the micrometer"; it is a fairly universally applicable convention, irrespective of whether one is measuring lumps of coal, pieces of cocoa nib, crystals of sugar, cocoa powders, sugar particles in chocolate or sugar particles in fondant. Actually to test a fine grained powder with a micrometer, incidentally, all that is required is a little oil to mix with icing sugar, or a little water to mix with cocoa powder. Chocolate pastes sometimes also require a little thinning with cocoa butter.

Once the fundamental snag of finding a self consistent method of particle size measurement has been satisfactorily clarified, it becomes possible to study the mechanics of particle size reduction processes a little more intelligently. A principal consideration is nearly always the power required for any particular particle size reduction. I have stated previously that the most generally useful guide principle in the case



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of typical cocoa, chocolate or sugar grinding processes is Rittinger's law, first propounded in 1867, and best expressed in the form:

$$E = K \times \frac{A - B}{A \times B}$$

where E is the horsepower required for each pound per minute of output.

A is the particle size before grinding

B is the particle size after grinding

K is a constant for the material and the units of measurement selected; it is naturally liable to variation if inconsistent methods are used to measure the particle sizes before and after grinding.

(Note: The K of the Rittinger equation is about 100 for chocolate, if the particle sizes are measured by a micrometer calibrated in microns; it is rather less for ground cocoa nib but it is rather more for cocoa powder and sugar; this last may be due to the scatter of particle sizes produced by typical pulverizers, however, and is discussed below).

There are at least two other basic formulae of significance, namely Kick's law and Bond's law.

Kick's law states $E = K \times \log \frac{A}{B}$

Bond's law states $E = K \times \frac{\sqrt{A} - \sqrt{B}}{\sqrt{A \times B}}$

All three laws, Rittinger's, Kick's and Bond's, can be derived from a single basic law quoted by Walker, Lewis, McAdams & Gilliland, namely:

$$dE = K \times \frac{dL}{L^n}$$

This is going into greater detail than is necessary for the non-technological confectioner, but it is interesting to note the various types of "grinding mechanism" which each law is claimed to represent:

1) Kick's law—Crushing by the application of pressure, each particle having an equal resistance to crushing under pressure and breaking up into smaller particles of the same shape as the original larger particle.
2) Bond's law—Crushing by attacking the particle until it develops a surface crack, after which the crack extends for comparatively little further expenditure of effort.
3) Rittinger's law—Grinding by shear (i.e. between two rubbing surfaces), the energy absorbed being proportional to the increase in surface area of the particles.

For all that the various styles of grinding mechanism described appear quite plausible when compared with the styles of operation of particular types of pulverizing or grinding machine, my experience indicates that Rittinger's law is by far the most universally applicable, certainly when the typical machines and ingredients used by candy makers are the subject of the discussion. The Rittinger equation can be very helpful when it comes to making comparisons of efficiency, as between one style of grinding machine and another, or when it is required to assess the practicability of a change of output or of fineness on a particular machine. It is also useful for helping to solve problems of heat dissipation from grinding machines; for every 1 H.P. that is put into a grinding machine, 42.4 B.T.U. are generated per minute and have to be dissipated, being absorbed partly by the product (including any air that goes through the machine with the product itself) and partly by the materials of which the machine is constructed (usually being re-dissipated from these either to the atmosphere or to cooling water).

Precise assessments of efficiency and power usage are very much bedevilled by the problem of distribution of particle sizes, however, for the maximum particle size is usually a very poor indicator of the average particle size. Particle size distribution must usually be assessed from sieve or sedimentation tests —one approximation that has been used in rock crushing work is to assume that the average particle size is equal to the aperture of the sieve which will pass 80% of the material! Candy makers are generally only interested in the maximum size of particle still left in the product, but most grinding machines have to grind the great bulk of the material to a considerably smaller size before a specified maximum permissible size can be guaranteed. This has a very big influence on the amount of power required for any particular grinding operation and can only be accurately analyzed on a basis of particle size distribution both before and after grinding, if necessary with additional allowances for changes in the average shape of the particle before and after grinding. An excess of superfine material may be disadvantageous to the candy maker, however, as it has a considerable effect on the viscosity of a fluid or paste. Most people know, for instance, that a chocolate refiner which is in good trim produces a chocolate which is both finer and more fluid than one produced on a machine which is in bad condition. The main concern of the technologist who is studying problems of particle size reduction is quite frequently with secondary problems such as this one. Even so, efficiency of power usage is nine times out of ten the prime factor to be evaluated in any question concerning the performance of a grinding machine or particle size reduction process; the solution to the other problems leads out of this basic one, hence my seemingly rather lengthy and abstruse references to methods of computing the power rightfully needed—power wrongfully needed is the basic cause of almost every defect, ranging from

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Footnote: The derivation of Rittinger's and Kick's laws of particle size reduction is set out in "Principles of Chemical Engineering" by Walker, Lewis, McAdams & Gilliland, pp. 253 to 255 (McGraw-Hill Publishing Co.).

Bond's law was first published by F. C. Bond in "Mining Engineering" for May 1952, under the heading of "The third theory of Comminution".

P. Ritter von Rittinger set out his theory in "Lehrbuch der Aufbereitungskunde", published in Berlin in 1867, and Friedrich Kick first published his in Leipzig in 1885 ("Das Gesetz der proportionalen Widerstand und seine Anwendung").

flavour contamination to viscosity increases and ending with simple burning of the product. Flavour contamination, for instance, is frequently caused by a machine which wastes power in trying to grind pieces off itself, instead of off the product. Excess power has got to be absorbed somewhere; this somewhere is almost certain to be a point where unnecessary damage is caused to either the machine or the product. The less the wastage of power tolerated, the greater the degree of control over the whole process which will be found to result.

Finally, a few remarks on specific types of grinding machine and their general characteristics:

Roller refiners: Very efficient machines for reducing a comparatively finely ground paste to a very finely ground one, without excessive formation of superfines. Excellently controllable heat dissipation. Useless for producing a large reduction of size in a single pass and relatively inefficient for rough grinding purposes (i.e. relatively large particle sizes). Optimum performance, which can represent quite a high order of absolute efficiency, is obtained by close matching of the number of rollers and the speeds of the individual rollers to the job in hand.

Hammer mills: The ideal machines for pulverizing dry materials which will withstand slight local overheating. The particle size distribution range is wide, though probably somewhat less so than that of a pinned disc mill. Not very efficient if worked to a maximum particle size specification. Efficiency improves considerably when used on a closed circuit system with a classifier which returns oversize particles for regrinding (e.g. production of superfine sugar on the Mikro-atomizer system).

Pinned disc mills: Efficient and simple high speed pulverizers with rather better heat dissipation than the hammer mill and thus more suitable for materials which soften on grinding (e.g. cocoa powder). Less efficient than a hammer mill when used to grind a material which is suited by a higher temperature of working (e.g. sugar). Easy adjustment of the pinning pattern has great advantages when temperature control is vital (e.g. emulsification of tempered pastes, tempering of cocoa powder). With suitable pinning arrangements, especially on the rotating disc, they can be made to grind liquids or pastes, though with a far wider scatter of particle sizes than a roller refiner.

Stone mills: Only suitable for materials which liquefy, such as cocoa nib. Very poor heat dissipation, due to the low heat conductivity of stone. The slow speed type is not usually very efficient, but a lot depends on correct dressing of the stone. Special advantages are non-metallic contamination of the material being ground and a comparatively narrow scatter of particle sizes (if the stones are properly dressed). The small very high speed type of stone mill, with a positively controlled gap between the stones, appears able to return high efficiencies on work such as moderately fine grinding of cocoa nib.

Batch mills: The typical batch mills of the chemical industry—ball mills, tube mills, rod mills, pebble mills etc:—practically disappeared from our industry before World War I and it seems unlikely that they will ever return to popularity. They are simple and cheap to construct but have a very low power efficiency and produce a high proportion of superfines mixed with occasional very coarse particles. Efficiency improves when they are worked in a closed circuit system. They are generally unsuitable for particles which have to be measured in microns rather than in millimeters or fractions of an inch.

The one type of batch mill in common use (neglecting the melangeur) is the Bramley (or MacIntyre) machine, which compensates a low power conversion efficiency by other factors, notably convenience of operation and elimination of a number of processes other than grinding. There is considerable scope for a grinding technologist to improve the performance of batch mills, however, and the fact that particle size reduction processes in the candy industry frequently have to be combined with mixing processes means that the batch mill, intelligently applied, will always have a potential future. It is worth observing, in this connection, that the rate of shear applied to any product or machine to which Rittinger's law is applicable is often critical if optimum efficiency is to be attained. The batch mill, unintelligently applied or applied to the wrong job (e.g. one where mixing is unnecessary), is a menace. The future will almost certainly see marked gains in efficiency in this class of mill; it may never quite reach the efficiency of the roller mill or the closed circuit pulverizer with classifier, but the potential improvements possible, combined with its powers as a mixer, make it a very worthwhile field of experimentation for the candy making technologist.

One or two types of mill have been omitted from this list—e.g. the disc mill, which is essentially only a stone mill made of metal—but there would only seem to be one type of importance that is not covered by the above, if the headings are allowed a fairly wide interpretation. This is the colloid mill, in which very intensive internal turbulence is used to cause the product to "grind itself". This style of grinding is well suited to products which have to be ground exceedingly fine, to micron and sub-micron sizes. Note especially that the power required to grind a product very fine starts to rise astronomically at sub-micron sizes. Chocolate being reduced from 100 microns to 25 microns at 1000 lbs. per hour theoretically requires 50 H.P., for instance, according to the formula already quoted; to reduce the same chocolate from 4 microns to 1 micron, at the same output, would require 1250 H.P. if it were to be done on a machine of similar efficiency and style of working to the roller refiner! At this sort of fineness level, the colloid mill starts to show very marked advantages; the true colloid mill, however, is almost always a very high horsepower mill, as its main work is being done on these extremely fine particles. Fortunately, confectioners seldom have much interest in finenesses of this order—when they do, they can usually get them very much more cheaply by means of a recrystallization process, as they do in the manufacture of fondant; fatty products, ground to this fineness, usually only taste unpleasantly slimy.

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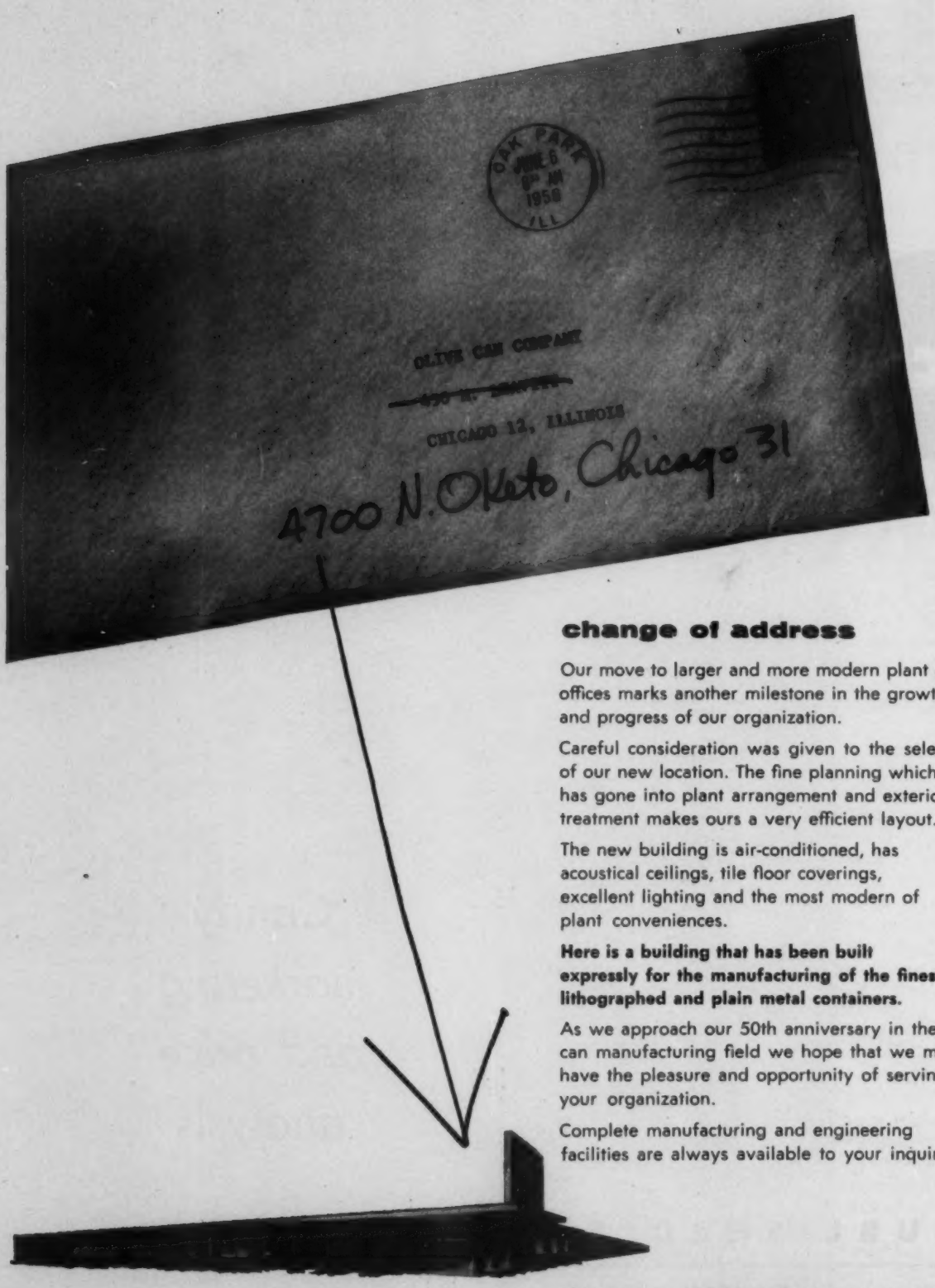
candy packaging

Candy marketing and price analysis

PUBLISHED BY

THE MANUFACTURING CONFECTIONER

DECEMBER, 1956



change of address

Our move to larger and more modern plant and offices marks another milestone in the growth and progress of our organization.

Careful consideration was given to the selection of our new location. The fine planning which has gone into plant arrangement and exterior treatment makes ours a very efficient layout.

The new building is air-conditioned, has acoustical ceilings, tile floor coverings, excellent lighting and the most modern of plant conveniences.

Here is a building that has been built expressly for the manufacturing of the finest of lithographed and plain metal containers.

As we approach our 50th anniversary in the can manufacturing field we hope that we may have the pleasure and opportunity of serving your organization.

Complete manufacturing and engineering facilities are always available to your inquiries.

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DESIGNERS AND MANUFACTURERS PLAIN AND LITHOGRAPHED **METAL CONTAINERS** CUSTOM OR STOCK DESIGNS

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This one really moves . . . *it looks better in Saran Wrap*

Saran Wrap
added protection
TRADEMARK

When extra protection is important, shoppers look for this hallmark.

Candies have to *stand out to sell out* in today's competitive market. That's why more and more leading brands are appearing in sparkling Saran Wrap*, the packaging that adds the eye-appeal . . . the look of freshness shoppers can't resist. It has taken candies to new sales highs!

Saran Wrap is the completely transparent plastic film that puts candies on display at their best. It's soft, pliable and tough enough to keep packages in shape even on self-service counters. Saran Wrap is moisture-proof . . . so candies retain all their freshness and flavor. It adds the look that wins impulse sales and the protection that assures repeat sales.

Time to give your products a sales lift? Then send them to market in Saran Wrap. And be sure to add the Saran Wrap hallmark of protection to your packages. It's the name millions of homemakers know as the finest in food protection. Dow packaging service is ready to help you†. THE DOW CHEMICAL COMPANY, Midland, Michigan, Plastics Sales Dept. PL607C-2. *Trademark of The Dow Chemical Company*

†Write today for the brochure on packaging with Saran Wrap bags.

you can depend on DOW PLASTICS DOW

candy sales analysis by product group

BY STANLEY E. ALLURED, EDITOR

Graphs on the opposite page are based on figures published by the Department of Commerce in monthly bulletins. The Food Branch of the Industry Division of the Bureau of Census of the Department of Commerce, under the financial sponsorship of the National Confectioners Association, makes an annual survey of confectionery manufacturing, sales and distribution. The information is based on questionnaires sent out to the confectionery industry, and industry wide figures are estimated on the basis of these returned questionnaires.

In addition to the large detailed annual analysis, a monthly report is made of candy sales geographically for the entire industry, and broken down into six product groups for a selected list of large wholesale candy manufacturers and chocolate manufacturers who report their monthly sales by product classifications.

We have chosen three sets of figures from recent issues of this monthly bulletin for analysis. They are from the September bulletin for the last three years, and show sales figures for the first nine months of 1953 through 1956. The specific series are on dollar volume of sales, poundage volume of sales, and average value per pound, for each of the six product classifica-

Editor's note: The figures used in this article are those for a selected group of manufacturers, who represent close to half the industry's sales, and who report their monthly sales by type of product. The periods chosen for this analysis are the first nine months of the years 1953 through 1956.

Total

Packages to retail over $1/pound

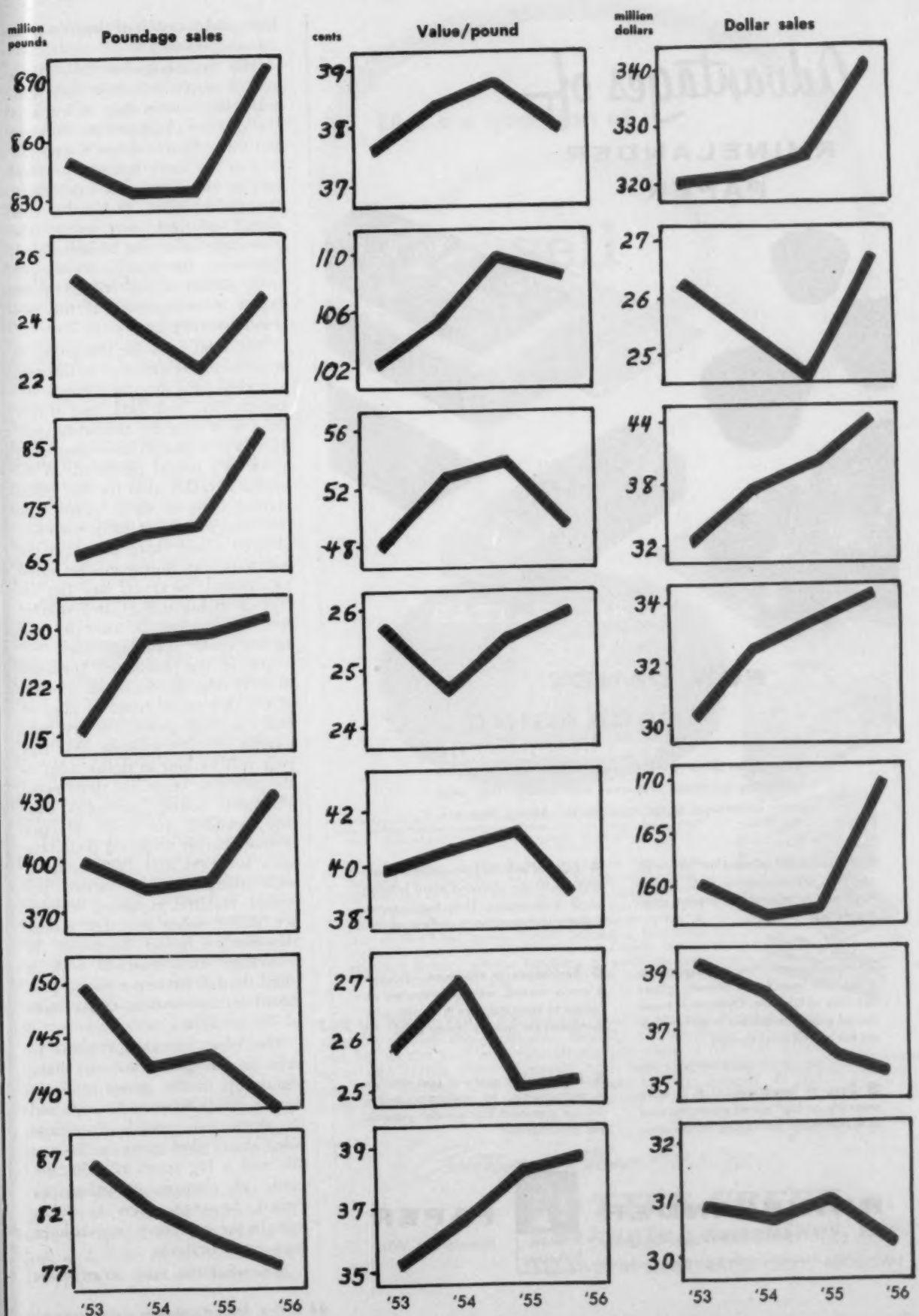
Packages to retail between 50¢ & $1/pound

Packages to retail under 50¢/pound

Bars

Bulk

5¢ & 10¢ specialities


million pounds
Poundage sales
cents
Value/pound
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Dollar sales
890
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Advantages of

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FOR CANDY PACKAGING

Rhinelander Glassine and Greaseproof are versatile papers combining functional properties with beauty. They offer many advantages to the candy maker. Among these are:

1 Greaseproof protection for clean, sanitary packaging. G & G papers resist oil and shortening; prevent staining; retard rancidity.

2 Appearance—few packaging materials can match the smooth, glossy rich look of Glassine. Opaque or transparent grades available in striking colors for added sales appeal.

3 Ease of handling—G & G work smoothly on high speed automatic and semi-automatic packaging machinery.

4 Ease of printing—unusually beautiful results are obtained when printing on G & G papers. Their hard, dense, uniform surface takes a perfect ink-lay.

5 Resistance to moisture—glassine is easily waxed, waxed laminated or coated to keep moisture in or out, a requirement for quality candy bars.

6 Reasonable cost—in cost relative to performance, no packaging material can approach Rhinelander glassine and greaseproof.

RHINELANDER PAPER

Rhinelander Paper Company
Subsidiary of St. Regis Paper Company

Glassine Greaseproof

Rhinelander, Wis.

tions and for each of the four nine-month periods.

The importance of these three sets of graphs is in how they illustrate the relationship in each of the product classifications between the three figures given. Given any two of the three figures, the third can be calculated. For example, if the dollar sales and value per pound of bars are given, the poundage sales can be calculated. Therefore, the reasons for the activity shown in any one chart are found in an analysis of the two accompanying graphs.

The total sales for the group of manufacturers included in this survey showed a drop in tonnage between 1953 and 1954, and barely held their own the following year. However, a sharply increasing sales value per pound produced an increase in dollar sales for this group during both of those years. The first nine months of 1956, however, showed a very sharp gain over the previous year. A drop in sales value per pound, however, had the effect of giving dollar sales volume less of a percentage increase than shown under poundage sales.

One of the pleasantest surprises of 1956 sales figures is the reversal of the downward trend in sales of fancy package goods. The first nine months of 1956 indicate that this year will be best in dollar sales in the past four years, for those manufacturers selling packaged candies retailing for over $1 per pound. Sharply dropping poundage sales for 1954 and 1955, coupled with sharply rising values per pound, resulted in almost stationary dollar sales for this group. However, a good increase in poundage sales coupled with a small drop in value per pound produced an increase in dollar sales of 5% in 1956.

The most spectacular gains in sales in the past few years have shown up in the group of packages to retail between 50 cents and 99 cents per pound. Poundage sales show good gains in '54 and '55, and a big spurt in 1956. Because of changes in value per pound, however, gains in dollar sales in the past three periods have been fairly uniform.

Somewhat the same story holds

for packages retailing under 50 cents. Here the big surge was in 1954, with small poundage gains in the following two years. However, in this case also, changes in value per pound give dollar sales increases of about the same amount in each year.

Looking back over the three price groups of packaged goods mentionad above, a consumer trend toward higher priced candies and presumably, therefore, a better quality of candy, is evident. The two lower priced groups made their best gains the first year, while the two higher priced groups made the best gains in the last two years. This is also due, at least to some extent, to the falling price of chocolate products, and therefore to greater consumer purchases of chocolate coated candy which is exclusively in the over 50 cents per pound categories.

Five and ten cent bars, which represent close to half of this industry's dollar and poundage sales, have not been a particularly healthy segment of the industry in recent years. 1956 will undoubtedly be a banner year, and will give this group its first big increase in both dollar sales and poundage sales for several years. The lowering in the value per pound figures in the last two years is undoubtedly a contributing factor, since this is affected almost exclusively by increasing bar weight rather than reducing the selling price.

Bulk candy sales have been falling off rather steadily for many years, due both to the increased acceptance and demand of packaged candy, and to a reduction in the number of outlets that care to handle bulk. A very sharp reduction in value per pound in 1955 actually produced a slight increase in poundage sales for that year.

Poundage sales of 5 and 10 cent specialties have dropped steadily the last three years. However, sharp increases in the value per pound in the last two years have kept dollar sales in this group fairly constant.

From the above discussion it is quite evident that the status of this industry and of any segment of it, and in fact of an individual company, can be best evaluated when

Illustrated is the Battle Creek Model 46, precision engineered to handle delicate packages from 4½" to 10¾" long, 2½" to 6" wide and 1" to 3" high at speeds of 60-100 per minute.

For 44 years, Battle Creek machines have been helping national firms put sales appeal in the merchandising of their packages, while keeping the cost per package at a minimum. You can take advantage of this experience through the selection of one of the *Continuous Flow*® packaging machines built at Battle Creek. *Continuous Flow*® design provides gentle, careful handling of each package to keep the fresh "sell" appeal at the retail level.

LET US WRAP YOUR PRODUCT. Send us samples of your products (or if they are perishable, describe the packages and sizes) and tell us the kind of overwrapping you require. We will either wrap and return them promptly with our recommendations, or give you our best suggestions in answer to your inquiry. If you have specific questions, we would welcome a letter from you.

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Campbell WRAPPERS package the best candies on the Sugar Plum Tree!

...because Campbell wraps them faster, cheaper and assures flavor freshness!

- Wraps 3 to 5 units per second!
- Keeps candies factory fresh
- Wraps without crush or breakage
- Requires no boards — unless desired
- Uses all types of wrap materials
- Heat, glue or crimp seals
- Wraps products of most any shape
- Save labor with 1 person operation

WRITE for fully illustrated and descriptive Campbell catalog.

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DIVISION OF FOOD MACHINERY AND CHEMICAL CORPORATION

New York office: 55 West 42nd St.

the three factors of dollar sales, poundage sales, and value per pound are analyzed together.

The sharp ups and downs in all of the graphs, particularly in the column showing value per pound, seem to indicate that this industry and all segments of it are quite sensitive to outside influences.

The effects of the cocoa price spiral of 1953 and 1954 are very evident in these charts. Its effects on value per pound is very evident in all groups except in the under 50 cents per pound category, where there is practically no chocolate. The resulting effects in poundage and dollar are also evident. The sharp break in chocolate prices in 1955 and 1956 is also clear in these charts.

This industry is fortunate in having the type of figures available that make the foregoing analysis possible. This type of cooperative effort, financed by the National Confectioners Association, and executed by the Department of Commerce, is done in only a few other industries. This particular series for the candy industry is one of the oldest, if not the oldest, being conducted in this manner by the Department of Commerce.

Phoenix Candy Company has a Saran Wrap Christmas stocking to retail for ten cents. The stocking contains six pieces of taffy in assorted flavors and a toy.

Polyethylene packaging for Hardies' candy is supplied by **Milprint, Inc.**, Milwaukee, Wisc.

"The consumer definitely prefers *polyethylene-packed candy*"

That's the verdict of Donald M. Hardies, president, Hardies, Inc., Butler, Pa., after more than a year's profitable experience packaging candy in film made of BAKELITE Brand Polyethylene.

"We made the switch to polyethylene at the insistence of our customers—mainly super markets. These stores said that candy in polyethylene sold much faster than in any other package.

"From a manufacturing standpoint as well as retailing we like these bags because there is much less spoilage. Candy doesn't dry out. The heat-sealing is easier and the polyethylene bags have a much longer shelf life than former packages."

If you make or sell candy, you should make sure you're getting these advantages of packaging in film made of BAKELITE Polyethylene. Consult your packaging supplier, or for our "Candy Packaging" booklet, write Dept. RV99.

It pays to package in film made of

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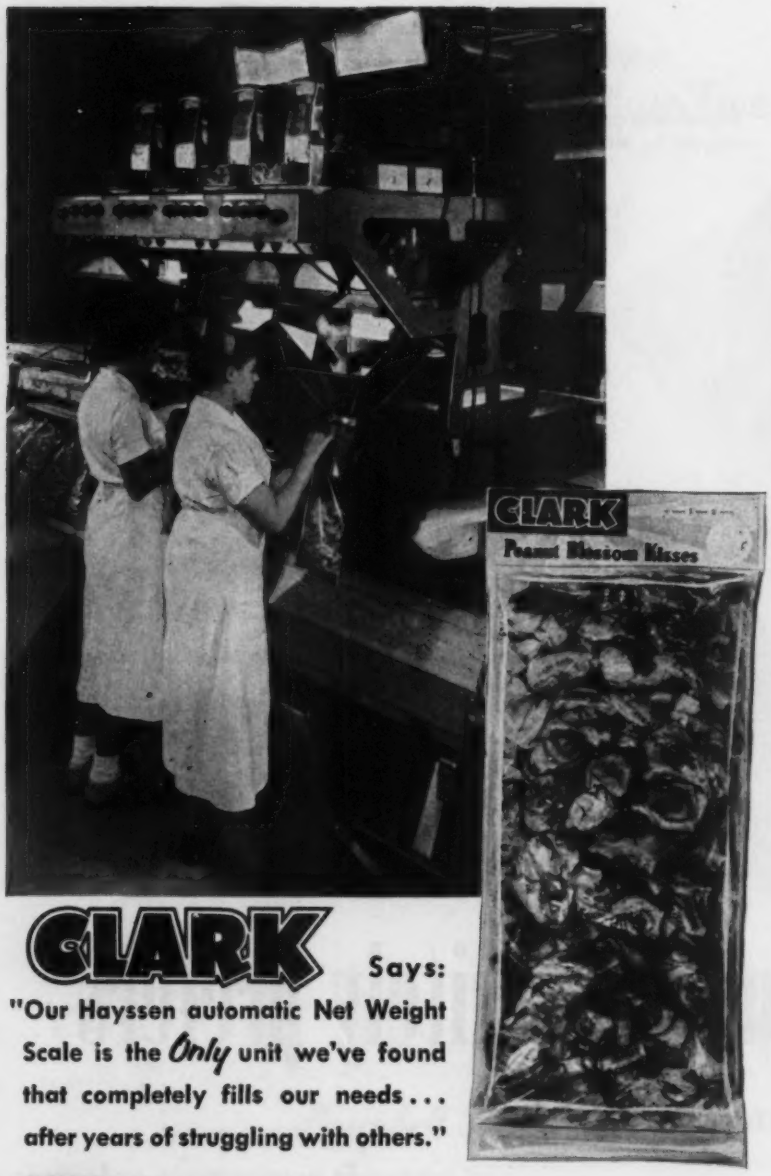

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There's more accuracy, efficiency, smooth product flow and economy on Hayssen automatic Net Weight Scales, with exclusive *Triple Vibrator* feed. Hayssen scales allow tolerances to 1/64 of an ounce and are available in 2, 3, 4, 5, or 6 scale units.

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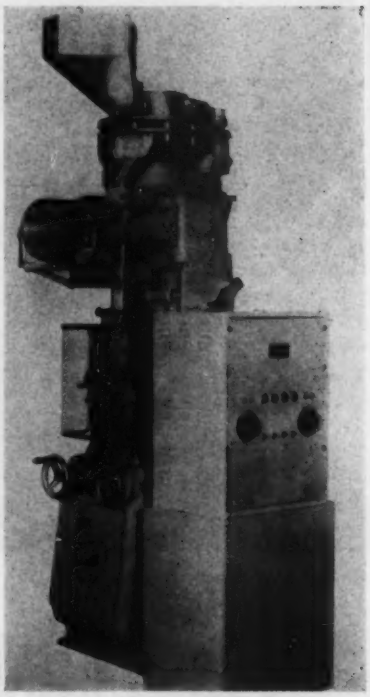
New Products



An automatic packaging machine of the Transwrap type has been developed for use with all types of flexible packaging materials, including Saran, vinyl and pliofilm. With the use of different electrodes and buffer materials, the same machine can provide a standard heat seal for heat and pressure, a special impulse seal for such materials as a polyethylene and pliofilm, and an electronic seal for Saran. All sealing units are adjustable for heat, time and pressure. When using the electronic sealing unit, the output is up to 40 bags per minute. Bag size range is from 2⅜" to 6" in width, and from 2⅜" to 7" in length. The machine can be equipped with either volumetric feed, auger feed, or scales, and these three are interchangeable for the same machine.

For further information write Hansella Machinery Corporation, Palisades Park, New Jersey.

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There's a special sort of elegance that's born when ink meets cellophane. For nothing prints more beautifully.

Crisp, matchless reproduction. Rich color tones. A film that's clear as boiled sugar syrup. These are what stop shoppers and make sales.

Your American Viscose representative is prepared to discuss the advantages of cellophane for wrapping candy products. Ask him to explain them during his next call.

CELLOPHANE

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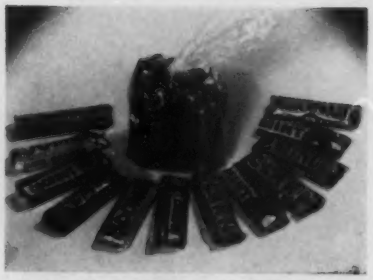
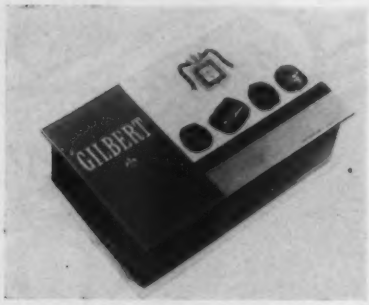
New Packages



The "Clark Variety Bag" has been developed for multiple unit sales in food stores. A dozen bars are packed loose in a polyethylene bag and closed with a plastic clip. The twelve bars include four Clark bars and two each of the Zag-Nut, Clark Coconut, Clark Mint and Clark Boomer. Distribution was timed to coincide with the Halloween season, although the item is expected to be a regular one in the Clark line.



The Gilbert box has been introduced by the J. O. Gilbert Chocolate Company of Jackson, Michigan, to broaden the company's line in the fancy package field. The package includes a wide assortment of centers in both dark and light coatings. This extension edge box is priced to retail at $1.50 per pound.

A candy wreath Do-It-Yourself Kit is being marketed by Bunte Brothers Chase Candy Company, packed in a set-up box containing 4½ pounds of individually foil and cello wrapped hard candies, a 10 foot roll of red masking tape, a 15 yard spool of wire, a large pre-tied ribbon bow and complete instructions. The consumer provides only a wire coat hanger for the base of the wreath. The suggested retail price of this kit is $2.98.

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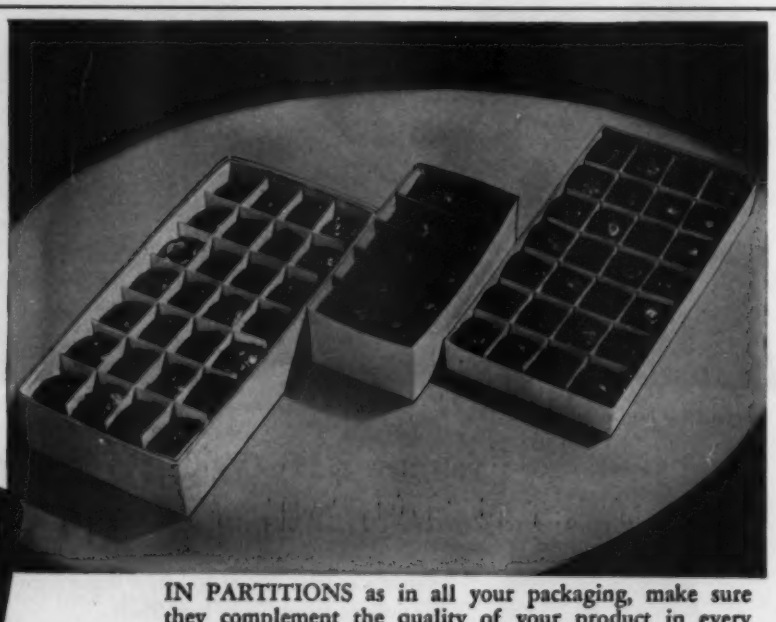

IN PARTITIONS as in all your packaging, make sure they complement the quality of your product in every detail.

Traver offers a complete line of internal packaging, in all grades of board and all colors, with prompt delivery in any quantity.

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Also Layer Boards • U-Boats • Liners

Samples and quotations submitted upon request.

SUGAR REPORT

by Charles Fuchs

When our report went to press for the month of October, the government had already increased the quota 50,000 tons. This proved insufficient to alleviate the supply situation in the Eastern market and in rapid succession (October 25th) 50,000 tons were added to bring the 1956 total quota to 8,775,000 tons and, (October 26th) the Department of Agriculture issued a notice permitting refiners to process over quota sugars to be held for delivery against the 1957 quota. Another increase of 100,000 tons which came later in the month (November 20th) and brought the 1956 estimated requirements up to 8,875,000 tons was of no consequence since about one half of the supply had already been sold for distribution in 1957.

Despite the above, the market during the month was highlighted by an advance in refined to 8.95 by Eastern refiners (the highest price in 33 years) without any protection given to the trade. The move, aside from the supply situation, is unquestionably reflected in the price of raw sugars which did not get below the 6.25 level. The apparent margin between raws and refined is 270 points and throughout last year refiners worked on about 264 points. With higher costs prevailing it undoubtedly would follow that the differential will be increased several points. It must be borne in mind also that refiners have purchased raw supplies in good volume in the 6.30 to 6.50 price range. In the meantime, quotations prevailing in other territories are as follows: Cane sugar in Chicago and West and on the Pacific Coast, 8.70 - 8.75 respectively; Eastern and Pacific Coasts beets 8.65; Chicago and West territory beets 8.50. Allowances of 10 and 20 points per cwt. are still being given in the particular areas.

Another important development during the month was the continued strength in the 1957 futures positions, both in the world and domestic contracts. Record volume was done in both contracts, influenced primarily by conditions in the mid-East. On October 31st, open contracts in the #6 market totalled 1529 lots compared with 3632 today; #4 totalled 2192 lots compared with 4123 today. In the meantime, values have advanced 20 to 24 points in #6 and 96 to 99 points in #4.

Barring a major conflict because of the world tensions today, present values would be indicative of the possibility of another 15 to 20 point advance in the refined price. At the same time, present delivery figures would predicate a quota for next year of close to 9,000,000 tons in order to keep the market on an even keel.

Financial Manual

The Supermarket News Food Industries Financial Manual has been published to provide financial information on leading companies in the food field. Annual reports of close to 300 leading organizations in food retailing, distribution and manufacturing are included, with figures for net sales and profits for the past ten years and the names of officers and directors, as well as subsidiary companies. The cost is $10.00 per copy from Fairchild Publications, Inc., 7 E. 12th Street, New York 3, N. Y.

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The most widely used candy padding in the United States. We maintain a special converting department to emboss, cut and die cut our paddings to your requirements.

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Speed Makes The Difference!

450 CARAMELS CUT and WRAPPED EVERY MINUTE

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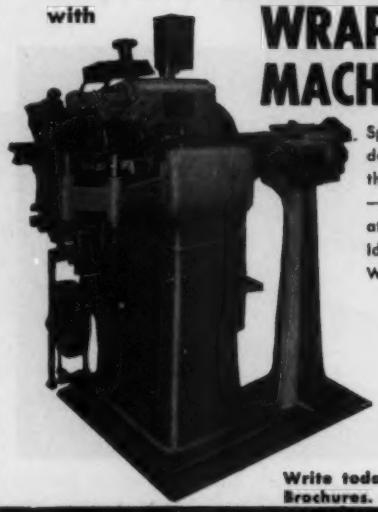

Speed that's always dependable — Safety than can be counted on — maximum production at least cost—that's the Ideal Special Caramel Wrapping Machine!

Only 2 personnel required for this entirely automatic operation.

Write today for FREE Brochures.

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Classified advertising in the Manufacturing Confectioner is effective.

For

Machinery for sale
Machinery wanted
Positions wanted
Help wanted
Business for sale
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Research on candy

A most interesting booklet of 65 pages, titled "Applications of Research to Problems of Candy Manufacture," has been written by Dr. L. F. Martin of the Southern Regional Research Laboratory. Dr. Martin discusses in some detail various types of candies and their characteristics, along with the primary confectionery raw materials. Candies are discussed in the light of their physical and chemical characteristics, and the known facts and theories concerning these characteristics as found in the literature of this industry.

Altogether, this booklet is fascinating reading. It is very thorough in its references to existing literature on candy technology, sparse though that literature is. It is equally fascinating in blocking out those large areas of candy technology in which the literature is blank, and yet which contain some of the most promising fields of investigation.

The scope of this work, and the intimate knowledge of the raw materials for candy, of candymaking, and of the literature for candymaking, as shown in its pages, mark the author as an exceptionally well qualified candy technologist. This combination of scientific training, together with interest in and knowledge of the confectionery industry, is exceedingly rare in the same individual. It would seem to behoove this industry to keep this demonstrated talent fully occupied on the great number of critical problems of this industry.

Promotion Calendar

"Special Days, Weeks and Months in 1957"—a 48-page booklet listing over 300 business promotion events, legal holidays, and religious observances—has been published by the Chamber of Commerce of the United States.

Prepared especially for businessmen, "Special Days, Weeks and Months" enables retailers, wholesalers and manufacturers to tie in their promotion plans with national celebrations. It includes both a chronological list of events and an alphabetical list showing purpose of each event and name and address of its sponsor.

As a companion piece, the Chamber has also released the "Trade Promotion Planning Calendar." This is an 8½" x 11", 26-page spiral-bound book of large block calendars that includes a chronological listing of special days and weeks in each month.

"Special Days, Weeks and Months" sets forth well-established holidays such as Christmas and Independence Day; many civic observances like Arbor Day, United Nations Day, Fire Prevention Week, and

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Religion in American Life Month; and a host of business promotions such as Dairy Month, National Newspaper Week and Sweetest Day.

"Special Days, Weeks and Months in 1957" and "Trade Promotion Planning Calendar" are available for 50¢ per copy from the Domestic Distribution Department, Chamber of Commerce of the United States, 1615 H Street, N.W., Washington 6, D. C.

11th Production Conference

Some of the highlights of the 11th Production Conference of the Pennsylvania Manufacturing Confectioners Association have been announced. The conference, scheduled for April 25th and 26th at Franklin & Marshall College in Lancaster, Pennsylvania, features a symposium on frozen candies. The speakers on this subject are J. G. Woodroof from the Georgia Experiment Station, Herbert Knechtel, a consultant, and W. B. Cosler from the U.S. Food and Container Institute of Chicago. Another subject to be covered by a symposium is "Pan Work". Speakers are R. H. Williams of DeWitt P. Henry Company and Charles Carelli of Edgar P. Lewis Company.

Other subjects scheduled for the two-day meeting are: "Humidity and Air Conditioning Control in the Candy Industry", "Instrumentation", "A New Method for Moisture Determination for Confections", "Aeration of Candies", "Whey", and "The Chocolate Research Work of the ILT and Packaging Institute of Germany".

The full program will be completed and published in a few weeks, and registration information will be available at that time.

CANDY PACKAGING

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THE CANDY BUYER'S DIRECTORY

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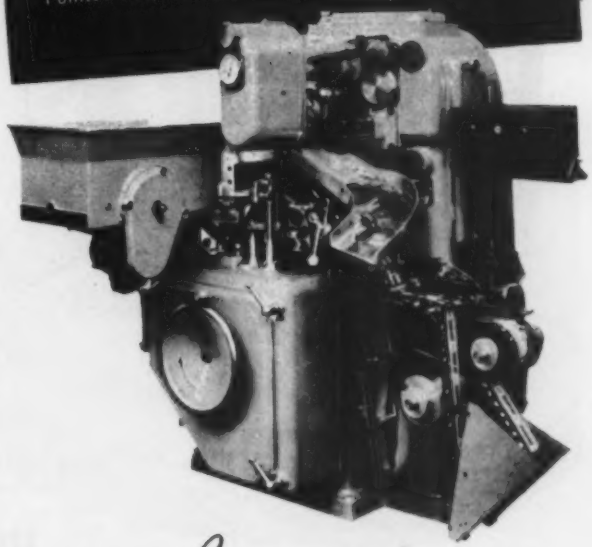

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Candy Clinic

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of The MANUFACTURING CONFECTIONER.

Selected Best Candies of the Year

Code 3B6
Lollypop and Toy—5¢

(Purchased in a department store, Chicago, Ill.)

Wrapper: Pop and plastic toy are wrapped in printed cellulose.
Pop: Good
Novelty: Good
Remarks: A good 5¢ novelty, should be a good seller.
REVIEW: Novelties of any kind at the retail price of 5¢ are almost impossible. This novelty pop was well made and had a good looking toy.

Code 3E6
Marzipan Fruits
No weight or price stated

(No information on purchase)

Box: Oblong shape, white glazed paper top, printed in gold.
Appearance of Box on Opening: Good
Number of Pieces: 39
Candies:
Colors: Good
Texture: Good
Shapes: Good
Taste: Good
Remarks: Exceptionally well formed and colored. The best fruit shaped Marzipan we have examined in some time. Suggest a cellulose wrapper be used as top of box was badly soiled.
REVIEW: We seldom receive any samples of Marzipan Fruits, but this is the only one we have received in some time that is real Marzipan. Most are made of kernel paste and very little of that. Some years ago Marzipan pieces of all kinds were very popular.

Code 3G6
Coffee Flavored Filled Hard Candy Balls
1 lb.—60¢

(No information on purchase)

Sold in Bulk: Piece is a small ball wrapped in foil and printed cellulose wrappers.
Candy:
Color: Good
Jacket: Good
Centers: Very good
Flavor: Very good
Remarks: The best coffee flavored hard candy piece we have examined in some time.
REVIEW: Many coffee samples we receive, both hard candy and others, are flavored with a coffee paste that is "loaded" with chicery. This sample had a real true coffee flavor and was a well made hard candy ball.

Code 1L6
Milk Chocolate Bar
No weight stated, 24¢

(Purchased in a railroad depot, Cologne, Germany)

Appearance of Bar: Good
Bar:
Molding: Good
Gloss: Good
Color: Good
Texture: Good
Taste: Very Good
Wrapper: Inside foil wrapper, outside buff paper wrapper printed in gold, blue and black.
Remarks: A very fine eating chocolate, well made and cheaply priced at 24c for this size bar.
REVIEW: We have had a number of samples of chocolate coating and eating chocolates from Germany and they do make very fine chocolate. This sample of milk chocolate was well refined and had an outstanding milk taste. No doubt they use fresh milk paste.

Code 4A6
Assorted Chocolates
½ lb.—$1.25

(Purchased at a drug counter, Buffalo, N. Y.)

Appearance of Package: Good
Box: Tin, oblong shape, printed in pink, violet and green. Tied with pink grass ribbon, cellulose wrapper.
Appearance of Box on Opening: Good
Number of Pieces:
Dark Coated: 33
Milk Chocolate Coated: 5
Gold Foil Cups: 2

Candy Clinic Schedule For the Year

JANUARY—Holiday Packages; Hard Candies
FEBRUARY—Chewy Candies; Caramels; Brittles
MARCH—Assorted Chocolates up to $1.00
APRIL—$1.00 and up Chocolates; Solid Chocolate Bars
MAY—Easter Candies and Packages; Moulded Goods
JUNE—Marshmallows; Fudge
JULY—Gums; Jellies; Undipped Bars
AUGUST—Summer Candies and Packages
SEPTEMBER—Bar Goods; 5¢ Numbers
OCTOBER—Salted Nuts; 10¢-15¢-25¢ Packages
NOVEMBER—Cordial Cherries; Panned Goods; 1¢ Pieces
DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages; New Packages

Foiled Caramel: 1
Three Layer Praline: 1
Coatings: Dark and milk.
Colors: Good
Gloss: Good
Strings: Good
Taste: Good
Dark Coated Centers:
Almonds: Good
Twin Filberts: Good
Coffee Cream: Good
Chocolate Caramel: Good
Nuts & Solid Chocolate: Good
Glaze Pineapple: Good
Cashew: Good
Vanilla Cream: Good
Lemon Cream: Good
Nut Nougat: Good
Pink Jelly: Could not identify flavor
Pistachio Nougat: Good
Vanilla Nut Caramel: Good
Raspberry Cream: Good
Brazil: Good
Chips: Good
Orange Peel: Good
Date Paste: Good
Lime Cream: Fair
Kernel Paste: Good
Caramallow:
Marshmallow: Poor
Caramel: Good
Cordial Cherry: Good
Light Coated Centers:
Nut Paste Blossom: Good
Nut Glaze: Good
Praline: Good
Foil Cups:
1 **Milk Chocolate:** Good, Ganach center, good
1 **Dark Chocolate:** Good, Ganach center, good
Assortment: Good
Remarks: Very fine quality, neatly packaged and packed. Very attractive tin box. Highly priced at $1.25 for 8 ozs.
REVIEW: While these chocolates were very highly priced, we have to say that they were outstanding in workmanship, packing and container.

Code 3D6
Assorted Hard Candy Drops
1 lb.—89¢
(Purchased in a department store, Chicago, Ill.)

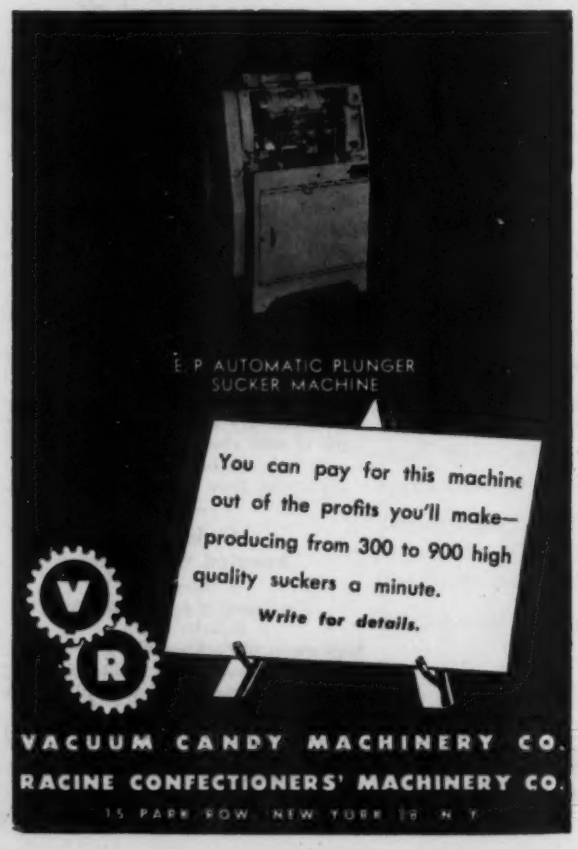
Sold in Bulk: Piece is clear hard candy oblong drop. Printed cellulose wrapper.
Drops:
Colors: Good
Texture: Good
Flavors: Good
Remarks: One of the best hard candy drops we have examined this year. Well made and very good flavors.
REVIEW: Most important in all hard candy is the flavor. Cheap imitation flavors do not belong in hard candy. These drops were well made and contained the right amount of good flavors.

Code 3C6
Peanut Brittle
1 lb.—89¢
(Purchased in a department store, Chicago, Ill.)

Sold in Bulk:
Brittle:
Color: Good
Texture: Good
Taste: Good
Remarks: The best peanut brittle we have examined in some time. Very well made and good eating. Real old fashioned peanut brittle.
REVIEW: Most peanut brittles that we examine do not have enough peanuts; others are not cooked high enough and the peanuts are only half roasted. This brittle had a good amount of peanuts in it. It was well cooked and thin enough to be good eating.

Code 4I6
Assorted Milk Coated Chocolates
1 lb.—98¢
¼ lb. box free
(Purchased in a department store, River Forest, Ill.)

Appearance of Package: Good
Box: Two layer type, full telescope. Printed in brown, blue and white and red. Imprint of farm scene with boy and girl in colors. Cellulose wrapper. ¼ lb. box free is fastened to the box with a paper band printed in red and white.
Appearance of Box on Opening: Good
Number of Pieces: 24
Jordan Almonds: 2
Cellulose Wrapped Caramels: 2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Coating:
Color: Good
Gloss: Good
Strings: Good
Taste: Good
Centers:
Mint Cream: Good
Chocolate Cream: Good
Butterscotch: Good
Coconut Cream: Dry and hard
Lemon Cream: Good
Green Cream: Could not identify flavor.
Orange Cream: Good
Hard Candy Blossom: Poor
Nut Nougat: Good
Vanilla Coconut Paste: Good
Maple Walnut Cream: Very hard and dry.
Red Cream: Could not identify flavor
Nut Caramel: Good
Chips: Good
Chocolate Caramel: Good
Peanut Butter Blossom: Good
Jelly: Could not identify flavor
Peanut Cluster: Good
Vanilla Caramel—Cellulose Wrapper: Tough
Vanilla & Nougat Caramel Layer:
Caramel: Tough
Nougat: Good
Jordan Almonds: Good
Assortment: Good
Remarks: One of the best boxes of assorted chocolates we have examined this year. Suggest that some of the flavors be checked up as they are not up to standard. Neat and attractive box.
REVIEW: The assortment was outstanding in this sample. The milk chocolate was very good for this priced chocolates. We usually find light confectioners coating on this priced chocolates. The centers were well made and good eating. Box is cheaply priced at 98¢ the pound.

Code 4H6
Assorted Chocolates
Panned Pieces
1 lb.—49¢

(Purchased in a department store, River Forest, Ill.)

Sold In Bulk:
Coating: Good
Panning: Good
Finish: Good
Centers:
Caramel: Good
Peanuts: Good
Raisins: Good
Fudge: Good
Mint Cream: Good
Brazils: Good
Jelly:
Texture: Good
Flavor: Could not identify flavor
Cream: Could not identify flavor
Malted Milk Balls: Good
Assortment: Good
Remarks: One of the best chocolate panned pieces assortment we have examined this year. Well made and good eating.
REVIEW: Many of the chocolate panned pieces we receive lack a good finish;

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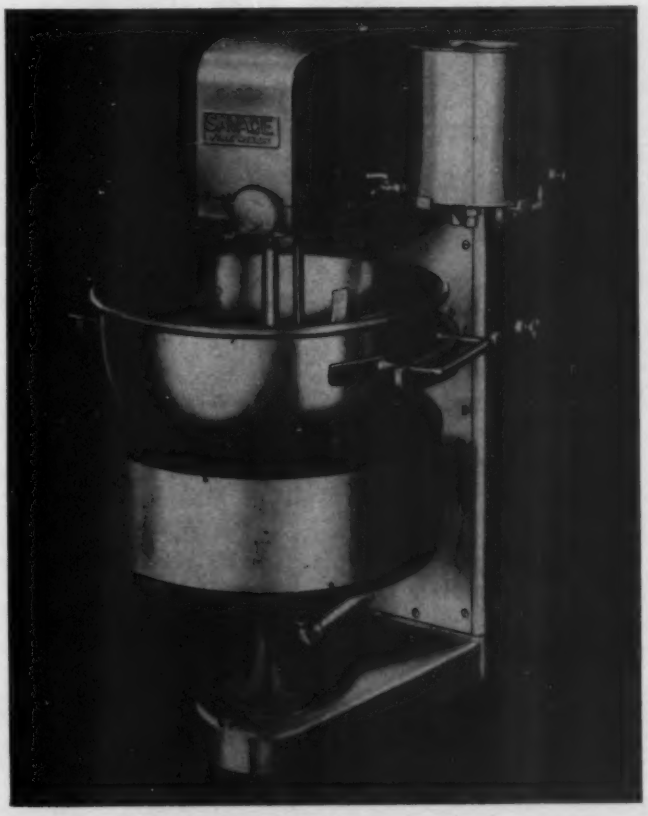

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some are very dull and dry looking. Most nut pieces are also coated too thick. Thick coating spoils the eating qualities of this type of confection. This sample was cheaply priced at 49¢.

Code 5F6
Coconut & Peanut Brittle
10 ozs.—45¢

(Purchased in a chain drug store, Los Angeles, Calif.)

Appearance of Package: Good
Package: Cellulose bag printed in blue and white.
Brittle:
Color: Good
Taste: Good
Texture: Good
Remarks: The best coconut brittle we have examined this year.
REVIEW: This piece is one of the oldest in the candy business and seldom do we get a good sample. This brittle was well cooked, contained the right amount of coconut and peanuts. Cheaply priced at 45¢ for 10 ozs.

Code 5H6
Chocolate Covered Cream Cranberry Bar
1-1/16 ozs.—5¢

Sent in for Analysis #4780
Appearance of Bar: Good
Wrapper: Glassine wrapper printed in red and brown. Imprint of cut bar in red and brown.
Coating, Dark: Good
Center:
Color: Good
Texture: Good
Taste: Good
Remarks: The best cranberry bar we have examined this year. Well made and good eating.
REVIEW: The past two years we have received a number of Cranberry confections but most lacked flavor. This cream bar had fine cranberry flavor and was not full of acid as most are.

Code 5K6
Chocolate Covered Cherries
1 lb.—59¢

(Purchased in a chain drug store, Los Angeles, Calif.)

Appearance of Package: Good
Box: Two layer type, white top printed in red, and brown. Imprint of cluster of cherries and leaves in red and green.
Appearance of Box on Opening: Good. Crate divider used and cups.
Number of Pieces: 24
Coating, Dark:
Color: Good
Gloss: Good
Strings: Good
Taste: Good for this priced confection.
Center:
Cordial: Good
Cherry: Good
Taste: Fair. See remarks.

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Remarks: One of the best cordial cherries we have examined this year. Suggest a good cherry flavor be used to improve the taste of the center.

REVIEW: While these cherries are cheaply priced, they were of good quality and well made. We have examined other samples at higher prices that were not as good.

Code 5A6
Milk Chocolate Coated Pecan Caramel Candy
5½ ozs.—79¢

(Purchased in a department store, Dallas, Texas)

Appearance of Box: Good

Box: Oblong shape, gold paper top printed in brown and orange. Imprint of piece in brown. Cellulose wrapper.

Appearance of Box on Opening: Good

Piece is vanilla caramel and pecans dipped in milk chocolate coating.

Milk Coating:
- **Color:** Good
- **Gloss:** Good
- **Taste:** Good

Pecans: Good

Caramel: Good

Remarks: One of the best pieces of this kind we have examined this year. Very good quality and good eating.

REVIEW: There are a number of these pecan, caramel and milk chocolate on the market but none have the quality and price of this sample.

Code 3M6
Travel Bag With Pops
8 pops—10¢

(Purchased in a chain drug store, Chicago, Ill.)

Appearance of Package: Good

Container: Folding cardboard hand bag with handle. Printed in red, yellow and blue. Overall print of different cities and countries in colors.

Pops: Pops are cellulose wrapped.
- **Colors:** Good
- **Texture:** Good
- **Flavors:** Good for this priced pop.

Remarks: The best novelty of this type we have examined in some time. Cheaply priced at 10¢.

REVIEW: An attractive package for this type of confection. Should be a good seller.

Code 3A6
Stick Candy Cabin
1 lb.—65¢

(Purchased in a department store, Chicago, Ill.)

Appearance of Package: Good

Container: Folding box in the shape of a cabin with handle. Printed in red, blue and white. Cellulose window. Imprint of candy stick in colors. Sticks are wrapped in cellulose.

Sticks:
- **Colors:** Good
- **Stripes:** Good
- **Gloss:** Good
- **Texture:** Good
- **Flavor:** Peppermint: Good

Remarks: A very attractive novelty container and the candy is of good quality. Cheaply priced at 65¢.

REVIEW: A very well planned hard candy novelty package. Good workmanship and the flavors were very good for this priced novelty.

Code 3N6
Caramel Sucker
1¼ ozs.—5¢

(Purchased in a chain drug store, Chicago, Ill.)

Appearance of Sucker: Good

Wrapper: Wax paper wrapper printed in cerise, brown and red.

Pop:
- **Color:** Good
- **Texture:** Good
- **Taste:** Good

Remarks: A well made caramel sucker and of good size for a 5¢ seller.

REVIEW: Most caramel pops or suckers are tasteless and have a very tough texture. This sample was good eating and cheaply priced at 5¢.

Code 4K6
Hollow Milk Chocolate Heart
1½ ozs.—25¢

(Purchased in a chain variety store, Oak Park, Ill.)

Appearance of Package: Good

Box: Folding box printed in red and white. Cellulose window in the shape

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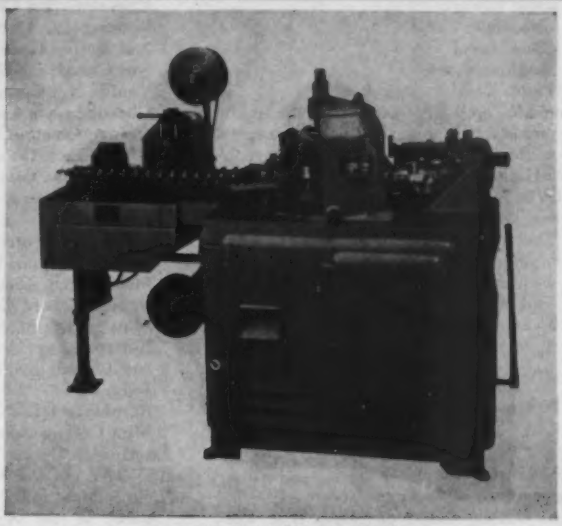

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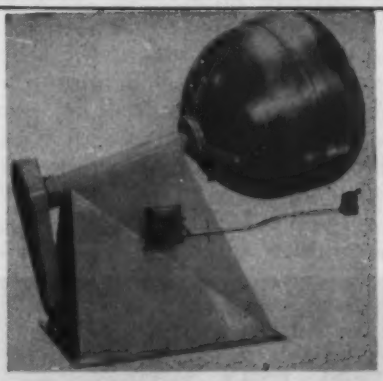

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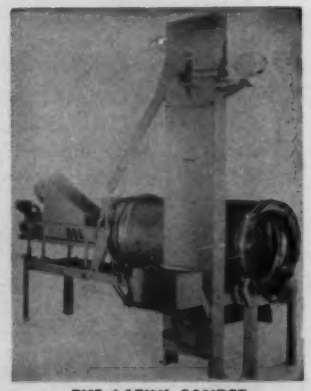

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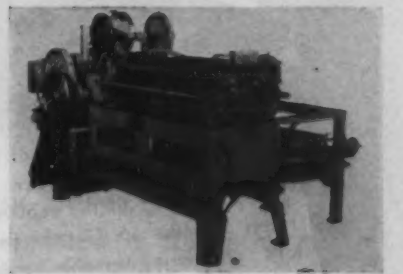

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152 West 42 Street **New York 36, N. Y.**

of a heart. Heart is decorated with sugar flowers.
Chocolate: Good
Gloss: Good
Molding: Good
Taste: Good
Remarks: A very good 25¢ Valentine number, the best we have examined at this price. Very clever way to pack a Hollow Chocolate Heart.
REVIEW: The packaging of this piece was very well planned and different. The quality of the milk chocolate in most molded pieces is very cheap and we doubt if some are milk chocolate. This sample had a very good milk taste and was good eating.

Code 5P6
Assorted Chocolates
1 lb.—$1.35

Sent in for Analysis #4781.
Appearance of Package: Good
Box: Oblong shape, one layer type. Pink paper top overall design of squares with lines. Name in white and gold on dark brown and black in center of top. Bottom of box wrapped in cellulose.
Appearance of Box on Opening: Fair. See remarks.
Number of Pieces:
Light Chocolate: 20
Dark Coated: 14
Coatings: Light and dark chocolate.
Colors: Good
Gloss: Good
Strings: Fair
Taste: Good for this priced candy.
Light Coated Centers:
Chocolate Nut Cream: Good
Buttercream: Good
Nut Brittle: Good
Nut Cream: Good
Vanilla Nut Caramel: Good
Chocolate Nut Caramel: Good
Orange Cream: Good
Nut Nougat: Good
Caramallow: Good
Peanut Clusters: Nuts are not roasted enough.
Dark Coated Centers:
Coconut Cream: Good
Pink Cream: Could not identify flavor.
Vanilla Cream: Good
Mint Jelly & Marshmallow: Good
Buttercream: Good
Nut Cream: Good
Jelly: Good
Raspberry Jelly: Good
Mint Cream: Good
Assortment: Good
REVIEW: In the $1.35 field of assorted chocolates, this box was exceptionally good. It had very good quality, was neatly packed, and had a well balanced assortment.

Code 3J6
Caramels
1 lb.—29¢

(Purchased in a chain drug store, Chicago, Ill.)
Appearance of Package: Good
Container: Tray printed in red, green and yellow. Overall cellulose wrapper. Caramels are cellulose wrapped.

COLORED COATINGS
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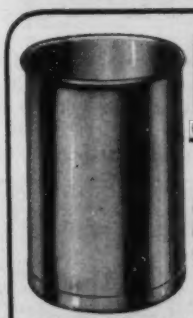
Bon bon coatings in pink, green, peach, yellow and white.
Nu Coat Bon Bon Company
4338 N. Western Avenue
Chicago 18, Illinois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MODEL 30--30 GAL.
MODEL 55--55 GAL.
(Covers available)
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Manufactured by
The Standard Casing Co., Inc.
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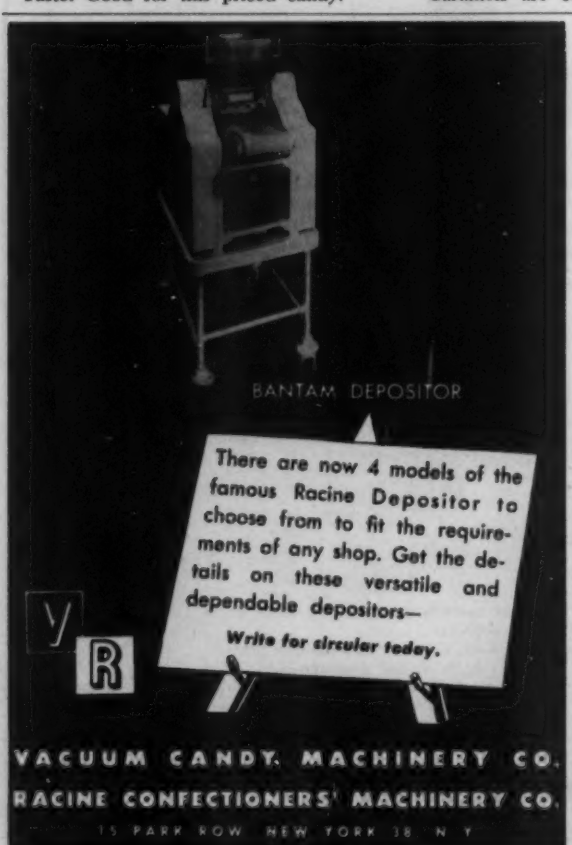
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Accurately reproduces real coconut flavor. For all types of candy; a necessary ingredient wherever coconut is used; particularly valuable for reinforcing the flavor of shredded coconut.

IMITATION JAMAICA BANANA FLAVOR
This preparation gives the flavor and aroma of the ripe red Banana to a remarkable degree.

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Name ..... Position .....

Company .....

Street .....

City ..... Zone .... State .....

Caramels:
Color: Good.
Taste: Good for this priced confection.
Texture: Good
Remarks: The best caramels we have examined in this price field for some time. Suggest manufacturer check his cost as caramels are very cheaply priced.
REVIEW: This sample was very cheaply priced. Most caramels in this price field are either hard and tough or lack a good cream flavor. These were very good eating and had a good texture.

Code 5Q6
Chocolate Nut Fudge
1 lb.—No price stated
(No information on purchase)

Appearance of Package: Good
Stock Box, Sold in Bulk: Oblong shape box, 2 layer type, tied with red grass ribbon. Embossed buff paper top, name in brown.
Fudge:
Color: Good
Texture: Good
Taste: Good
Remarks: The best chocolate nut fudge we have examined this year. A real good old fashioned fudge and of the best quality.
REVIEW: Most fudge samples we receive are either tough or hard or lack flavor. This sample was a real good eating fudge and a good amount of nuts was used in it.

Code 5R6
Milk Chocolate Covered Wafer Fingers
1½ ozs.—10¢

Sent in for Analysis #4779.
Appearance of Bar: Good
Wrapper: Inside foil wrapper, outside paper band, red printed in buff.
Bar: Bar is a Nabisco cracker coated with milk chocolate.
Chocolate: Good
Center: Good
Remarks: One of the best coated cracker bars we have examined this year. Chocolate had a very good milk taste.
REVIEW: Cracker bars do not "stand up" very well as a rule. The cracker is soft and doughy. The crackers in this sample were brittle and had a very good texture.

Code 7F6
Assorted Jellies & Gums
14 ozs.—80¢
(Purchased in a department store, Phila., Pa.)

Appearance of Package: Good
Container: Red paper tray, extension edge, acetate top. Printed in gold. Printed gold ribbon corner to corner.
Assorted Jelly Rings:
Colors: Good
Sugaring: Good
Flavors: Good
Texture: Good
Gum Patties:
Colors: Good
Sugaring: Good
Texture: Good
Flavors: Good
Marshmallow & Jellies: Three layers, marshmallow in center
Colors: Good
Sugaring: Good
Texture: Good
Flavors: Good
Assortment: Good
Remarks: The best jellies of this type we have examined this year. Well made and good eating. Neat and attractive package.
REVIEW: We have examined this type of confection many times during the year and find that most gums, jellies, etc. are very cheaply made and lack good flavors. This sample is cheaply priced at 80¢.

Code 7B6
Summer Candies
1 lb.—$1.25
(Purchased in a department store, Phila., Pa.)

Appearance of Package: Good
Box: Oblong shape, white and blue paper top, name and flowers embossed in colors. Cellulose wrapper.
Appearance of Box on Opening: Very good
Fruit Slices:
Colors: Good
Texture: Good
Flavors: Good

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Are you sure that you are covering as many centers from each pound of coating as possible? Many manufacturers are not and don't realize it.

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Factory Representative: G. B. Hislop
1517 Grange Ave., Racine, Wisc.

Sugar Coating in Colors—Bon Bons:
Colors: Good
Strings: Good
Centers: Very good
Texture: Good
Flavor: Good
Assorted Gum Patties:
Colors: Good
Sugaring: Good
Texture: Good
Flavors: Good
Cellulose Wrapped Nut Nougats:
Colors: Good
Texture: Good
Flavors: Good
Crystalized Cream Rings:
Colors: Good
Crystal: Good
Texture: Good
Flavors: Good
Cellulose Wrapped Nut Caramels:
Vanilla: Good
Chocolate: Good
Assortment: Good
Remarks: The best box of this type of summer candies we have examined this year. Very well packed. Neat and attractive box.
REVIEW: The assortment in this package was very good. It should be a good seller at this price. Very good quality.

Code 10A6
Orange Slices
14 ozs.—29¢
(Purchased in a drug store, Indianapolis, Ind.)

Appearance of Package: Good for this priced confection.
Box: Folding oblong shape, printed in green and orange. Cellulose window.
Slices:
Color: Good
Sanding: Good
Molding: Good
Texture: Good
Flavor: Good
Remarks: A good eating orange slice, well made and a good orange flavor. Cheaply priced at 29c for 14 ozs. The best we have examined this year at this price.
REVIEW: Orange slices are one of the most abused pieces in the business. Most samples are tough and lack good flavors. Many have a strong imitation flavor. This sample was also neatly packed.

Code 10C6
Wild Cherry, Pineapple, & Peppermint Hard Candy Tablets In Rolls
1¼ ozs.—5¢
Sent in for analysis #4790

Appearance of Rolls: Good
Size: Very good for a 5¢ seller.
Wrapper: Inside wax paper wrappers, outside paper bands printed in colors.
Tablets:
Colors: Good
Texture: Good
Molding: Good
Flavors: Good
Remarks: Very good eating hard candy tablets. Neat and attractive wrappers. A large roll for this type of candy. Cheaply priced at 5¢ for 1¼ ozs.
REVIEW: Most important in this type of confection is the flavor. Those used in this sample were of the best.

Code 4J6
Assorted Chocolates
1 lb.—$1.00
(Purchased in a department store, Chicago, Ill.)

Appearance of Package: Good
Box: Square, one layer type. Printed in maroon, gold and white. Imprint of water scene, man and lady in gold and white. Cellulose wrapper.
Appearance of Box on Opening: Good
Number of Pieces:
Light Coated: 18
Dark Coated: 15
Coatings:
Milk Coating:
Color: Good
Gloss: Good
Strings: Good
Taste: Good
Dark Coating:
Color: Too dark
Gloss: Good
Strings: Good
Taste: Good
Dark Coated Centers:
Fruit Nougat: Good
Jelly: Could not identify flavor
Mint Cream: Good
Coconut Cream: Good
Cream: Could not identify flavor
Cream: No flavor
Buttercream: Good
Orange Cream: Good
Vanilla Caramel: Good
Vanilla Cream: Good
Nut Cream: Good
Maple Nut Cream: Good
Light Coated Centers:
Jelly: Could not identify flavor
Peanut Cluster: Good
Vanilla Caramel: Good
Vanilla Coconut Paste: Good
Ting Ling: Good
Buttercream: Good
Date: Good
Nut Cream: Good
Mint Cream: Good
Raisin Cluster: Good
Coconut Cream: Good
Nut Nougat: Good
Maple Nut Cream: Good
Fruit Paste: Good
Cream: Could not identify flavor
Assortment: Good
Remarks: Well made candy and good eating, but some of the flavors are not up to standard.
REVIEW: The quality and packaging of chocolates from 89¢ up have been greatly improved. The coatings used on these chocolates were very good for one dollar chocolates. The centers were well made and of good quality.

Code 4D6
Cherries With Stems
8 ozs.—$1.50
(Purchased at a drug counter, Buffalo, N. Y.)

Appearance of Package: Good
Box: Two layer type, full telescope. Red paper top embossed in gold. Cellulose wrapper.
Appearance of Box on Opening: Good. Each cherry in a cellulose wrapper. Crate divider used. None were broken.
Coating, Dark:
Color: Good
Gloss: Good
Taste: Good
Center:
Cordial: Good
Cherry: Good

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I would like to learn more about the advantages of using Fleischmann's Fancy Pecans. Please have your representative call.

Name_____

Address_____

Firm_____

City and State_____

Flavor: Fair

Remarks: A well made cherry with stem, neatly packed. Suggest a good cherry flavor be used in the cordial to improve the flavor. Highly priced at $1.50 for 8 ozs.

REVIEW: The packing of these cherries was exceptionally good. We seldom receive any kind of cherries on the stems that do not have some broken cherries and some with the stems off.

Code 10F6
Panned Liquid Filled Demi Tasse
9¾ ozs.—79¢

Sent in for analysis #4786

Appearance of Package: Good

Container: Oval shape acetate container, white seal on top printed in green, red and gold.

Demi Tasse: Piece is the size of a coffee bean.

Color: Good
Finish: Good
Panning: Good
Molding: Good
Flavor: Good

Remarks: The best coffee cordial we have examined in some time. Very good workmanship and piece is of good quality.

REVIEW: A very attractive package. Workmanship on the center and the panning was exceptionally good. A very fine coffee flavor. Cheaply priced at 79¢ for 9¾ ozs.

Code 8F6
Chocolate Covered Buttercreams
15 pieces—29¢

(Purchased in a food store, Melrose Park, Ill.)

Appearance of Package: Good

Container: Oblong folding box, cellulose window side and top. Yellow paper top printed in brown and white. Pieces are wrapped in gold foil.

Coating, Dark: Good for this priced candy

Center:
Color: Good
Texture: Good
Taste: Good

Remarks: A very good eating piece, at this price. Attractive box.

REVIEW: The butter taste in these creams was exceptionally good. Most buttercreams we examine are rancid or have an imitation butter flavor.

Code 8H6
Pecan Log
1 lb.—$2.00

(Purchased in an airport store, Atlanta, Georgia)

Appearance of Package: Good

Box: Long oblong box, full telescope type. White glazed paper top printed in green and brown. Imprint of palm trees in green.

Appearance of Box on Opening: Good. Pecan roll was wrapped in cellulose.

Log:
Pecans: Good
Center: Light nougat with fruit & nuts: good.

Remarks: The best pecan roll of this type we have examined this year. Very good quality and well made.

REVIEW: The nougat in this piece was well made. A good amount of pecans was used on the roll.

Code 10E6
Assorted French Gums—
Fruit Shapes
6 ozs.—69¢

Sent in for analysis #4789

Appearance of Package: Good

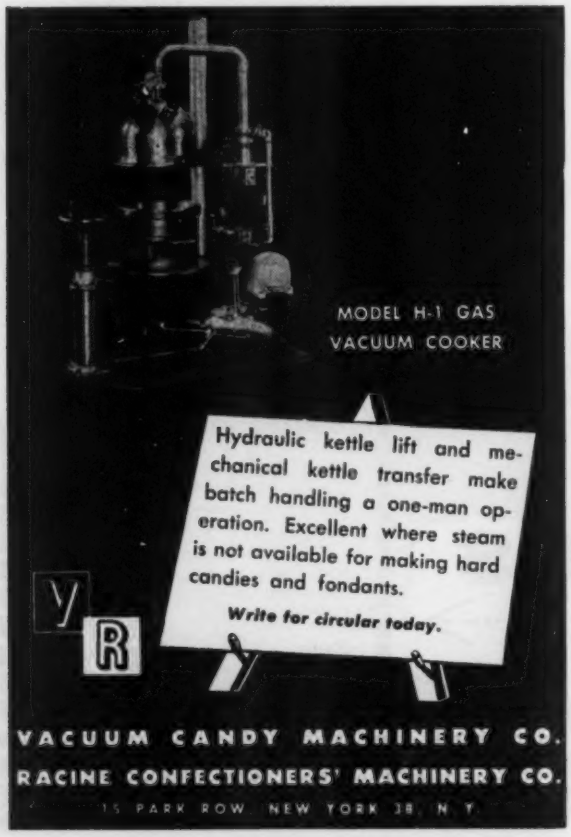
Container: Round cardboard box printed in red, gold and blue. Imprint of Royal Crown in colors.

Appearance of Box on Opening: Good. Gums are in the shape of fruits.

Gums:
Colors: Good
Texture: Good
Finish: Good
Molding: Good
Flavor: Good

Remarks: The best French gums we have examined this year, at this price. Very well made and good flavors.

REVIEW: We do not receive many French Gums any more. Some years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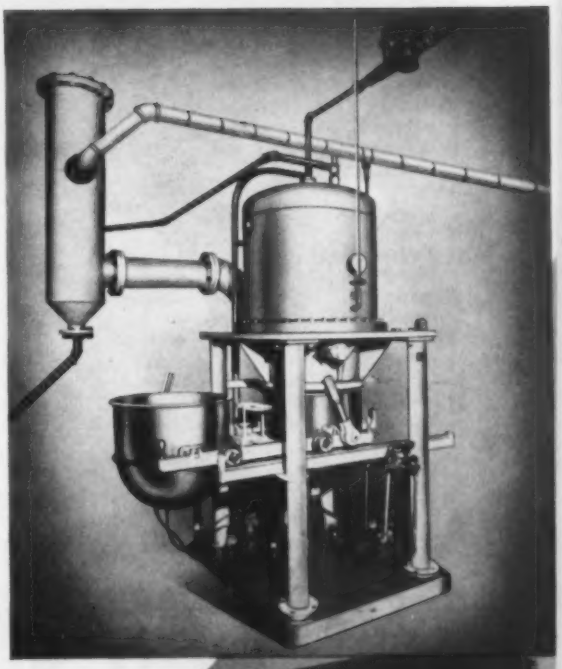

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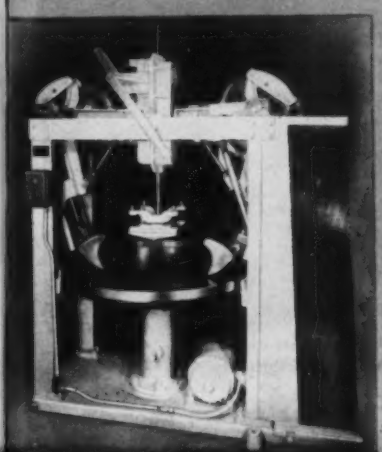

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ago these Gums were very popular. This sample of gums was well made and had a very fine appearance.

Code 7N6
Molasses Hard Candy Drops
12 ozs.—49¢

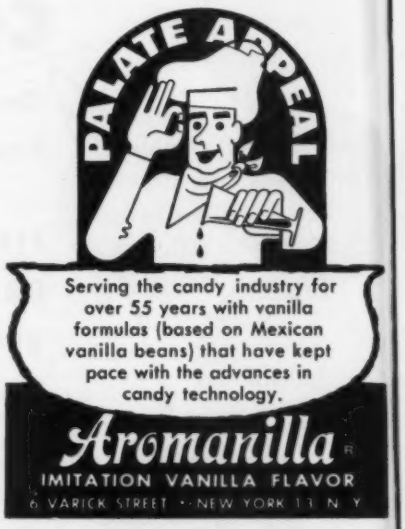
(Purchased in a department store, Boston, Mass.)

Appearance of Package: Good
Container: Tray, oblong shape, cellulose wrapper. White paper clip on one end printed in black and red. Imprint of sailing ship in black.
Drops:
Color: Good
Gloss: None
Texture: Good
Flavor: Peppermint: good
Remarks: The best molasses peppermint drops we have examined this year.
REVIEW: Molasses drops are one of the oldest pieces in the business. We get far too many samples that are made of Black Strap instead of molasses. The molasses taste in these drops was very good.

Code 5D6
Assorted Summer Candies
1 lb.—$1.25

(Purchased in a candy store, St. Louis, Mo.)

Appearance of Package: Good
Box: Oblong shape, one layer type, white glazed paper top, name embossed in gold. Outside white embossed paper wrapper. Gold seal printed in green, tied with brown twine.
Appearance of Box on Opening: Good
Box: Contained assorted cream Bon Bons in yellow cups. Fondant coating.
Number of Pieces: 30
Walnut Top Bon Bons:
Coating: Good
Center: Good
Pink Bon Bons:
Coating: Good
Center: Good
Orange Bon Bons:
Coating: Good
Center: Good
Green Bon Bons: Pistachio, nut on top.
Coating: Good
Center: Good
Sprill Top Bon Bons:
Coating: Dry & hard
Center: Good
Yellow Bon Bons:
Coating: Good
Center: Good
Buff Colored Bon Bons:
Coating: Good
Center: Good
Flavors: Good
Remarks: The best fondant coated Bon Bons we have examined this year. Well made and good eating.
REVIEW: We seldom receive a good Fondant Bon Bon that is not crystalized. These bon bons were in fine condition and good eating. Centers were well made and had a good texture. This type of bon bon is rapidly disappearing from the retail store. It is very sweet and with everyone dieting, it will soon be among the missing.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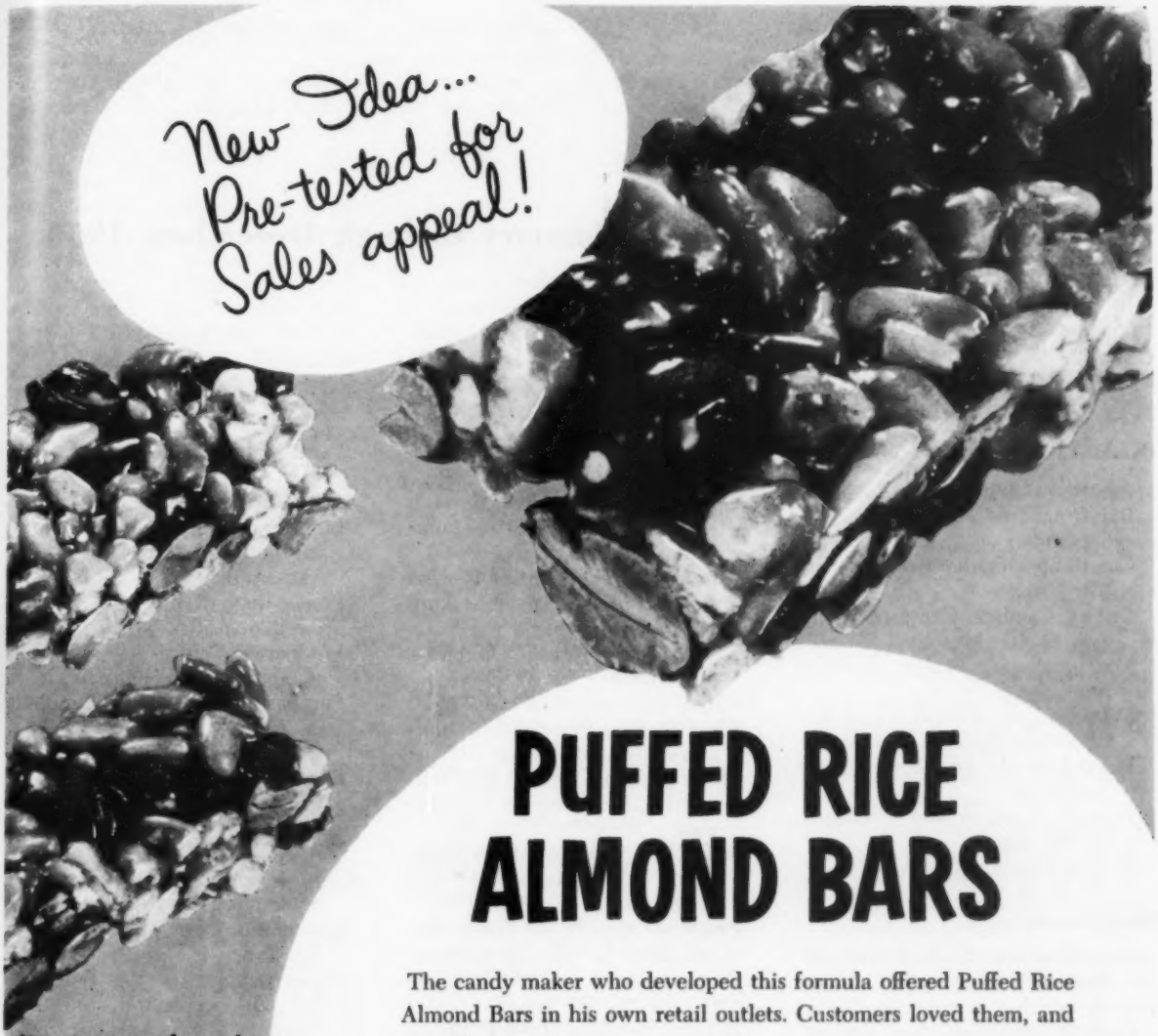

PUFFED RICE ALMOND BARS

The candy maker who developed this formula offered Puffed Rice Almond Bars in his own retail outlets. Customers loved them, and came back for more.

The formula calls for Blue Diamond Almonds in the economical "whole-and-broken" grade, but you'll find Blue Diamond quality pays you dividends right down the line. Controlled minimum moisture content, and they are triple-sorted to assure top quality. Write for samples and current prices, on your letterhead, please. Ask also for new 32 page formula booklet, sent free on request.

Here's your formula:

- 3 lbs. sugar
- 3 lbs. corn syrup
- ½ pt. molasses
- 4½ lbs. almonds, Blue Diamond whole and broken, roasted
- 1 lb. dairy salted butter
- 12 oz. puffed rice
- 1 oz. salt
- water to dissolve sugar
- vanilla flavor to suit

Cook sugar, corn syrup and water to 290°, add molasses and butter to batch. Cook to 295°. Pour slowly into larger kettle containing warm puffed rice, salt and almonds. Mix in well and pour on oiled slab. With rolling pin spread to approximately 1¼ inches thick. Mark and cut while warm. Cut to size as desired.

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The MANUFACTURING CONFECTIONER'S Clearing House

MACHINERY FOR SALE

FOR SALE

Model S #3 Savage Fire Mixers.
50 gal. Model F-6 Savage Tilting Mixers, stainless kettle.
200 lb. Savage Flat Top Marshmallow Beaters.
Friend Bostonian Model and Merrow Cut-Rol Cream Center Machines.
50" two cylinder Werner Beater.
1000 lb. Werner Syrup Cooler.
200 lb. to 2000 lb. Chocolate Melters.
Simplex Gas Vacuum Cooker.
Simplex Steam Vacuum Cooker.
600 lb. Continuous Vacuum Cooker.
Form 3 and Form 6 Hildreth and Factory Model American Pullers.
6' and 7' York Batch Rollers.
National Model AB Steel Mogul.
National Wood Starch Buck.
38" Copper Revolving Pans.
Ball and Dayton Cream Beaters.
100 gal. Copper Mixing Kettle with Double Action Agitator.
We guarantee completely rebuilt.

SAVAGE BROS. CO.
2636 Gladys Ave. Chicago 12, Ill.

FOR SALE: 1 Girdler Votator, and parts for improved wood mogul. Fred W. Amend Co., Danville, Ill.

FOR SALE: Burns Split Nut Blancher, used very little, Coffee & Nut Roaster Whole Nut Blancher, Abrasive Rollers, One, Racine Depositor, complete with Tunnel, used only one month. All very reasonable, for quick sale. Box 1065 **The MANUFACTURING CONFECTIONER.**

FOR SALE: 1 32" National Enrober. 2—Peerless Plastic Machines with 1 die each. 6—York Batch Rollers. 2—Old type Hansella Batch Rollers. 2—1000 lb. National Chocolate Kettles. 1—800 lb. Duplex Chocolate Kettle. 1—Hudson Sharp Wrapping Machine with electric eye. 1—2 Barrel Reade Dough Mixer. 1—Hohberger Continuous Cooker. 2—10 HP Mears Kane Steam Boiler. 2—Lynch Wrapper with card feed and electric eye. Gold Medal Candy Corp., 2849-67 W. 8th St., Brooklyn 24, N. Y.

FOR SALE: Handy One Man Triumph hand roll center cutter, stainless steel. Latest model, 24,000 pieces hour, like new; Ball Type Racine Snow Plow cream beater and motor, inside, 62" wide, 7" deep, capacity 300 pounds, 5 H.P. 3-phase motor, perfect condition, motor drive, $495. TWO 150 Lb. Racine Chocolate Melters, electric heat, excellent. Barbara Fritchie Shoppes, Frederick, Md.

MACHINERY FOR SALE

FOR SALE: 2-B 22 Package Machines for Hard Candy in good condition. 2-Model K Kiss Machines with automatic feed for wrapping balls ¾" to 1" in diameter. Gold Medal Candy Corp., 2849-67 W. 8th St., Brooklyn 24, N. Y.

FOR SALE: 2W6 Hudson Sharp arranged for inner and outer wrap. Complete with glue attachment, heat sealer and tuck-under device, side feed, and electric eye. Box 1261 **The MANUFACTURING CONFECTIONER.**

FOR SALE: Rose 500, cylindrical piece 1¾" x ¾"; GH-2 Package Machinery Wrapper; Hansella "late-type" Sizer; 600-lb. N.E. Continuous Cooker. Box 1262 **The MANUFACTURING CONFECTIONER.**

FOR SALE: TL-A Box Set-Up Package Machinery; Simplex Steam Vacuum Cooker; Lynch 5¢ patty Wrapper; 24" Greer Enrober with bottomer and Tunnel. Box 1263 **The MANUFACTURING CONFECTIONER.**

FOR SALE: Simplex Gas Fire Cooker, Racine Super Duplex Sucker Machine, Wrap-Ade Pop Wrapper, 3x6 Thos. Mills Slabs, 100-lb. Puller. Box 1264 **The MANUFACTURING CONFECTIONER.**

FOR SALE: 1 Simplex Gas Vacuum Cooker with 2 kettles; 1 Holm Automatic Weigher 4 oz. to 16 oz. Very reasonable. Box 1265 **The MANUFACTURING CONFECTIONER.**

POSITIONS WANTED

ACCOUNTANT, COST ACCOUNTANT, with over fifteen years in the chocolate industry, is available at any time due to organization changes. Will relocate if necessary. Box 1061 **The MANUFACTURING CONFECTIONER.**

FOREMAN in general pan line, including cream and slab work, pectin, starch, jelly, bubble chewing gum base, chocolate for summer and winter coating. Also will go abroad as adviser and teach the above. Best references. Box 272 **The MANUFACTURING CONFECTIONER.**

HARD CANDY & PRESSED MINT PRODUCTION EXECUTIVE available part time anywhere. Over 20 years of successful production and merchandising experience with Life Savers Corp. Can assist new or established manufacturer produce product of top quality with potential leadership. K. W. Larsen, 8343 Lake Shore Drive, Gary, Ind.

TOP RETAIL ALLROUND CANDY-MAKER would like position at once. Box 1267 **The MANUFACTURING CONFECTIONER.**

HELP WANTED

WANTED: FIRST CLASS CANDY-MAKER on handrolls and high grade retail candies. Must be familiar with enrober, depositor and Friend Hand Roll machine. No drinkers. Steady job, with yearly contract. Eagles Candies, Inc., 1941 W. 5th Ave., Columbus, Ohio.

MACHINERY WANTED

WANTED: 2W6 Camel Hudson-Sharp wrapping machine. Please state condition, quotation and where machine may be inspected. Box 862 **The MANUFACTURING CONFECTIONER.**

WANTED: Cream Center Machine; also Nougat and Caramel cutter. Box 1266 **The MANUFACTURING CONFECTIONER.**

MISCELLANEOUS

FOLDING CANDY BOXES: All sizes carried in stock for prompt delivery. Plain, Stock Print or Specially printed. Write for our new catalog of Every-Day and Holiday Fancy Boxes, and all Paper Products used in the manufacture and packaging of candies. **PAPER GOODS COMPANY, INC., 270 Albany Street, Cambridge 39, Mass.**

ENGLISH COMPANY attractively situated near LONDON, ENGLAND, manufacturing exclusive penny licorice novelty lines sought by American and Canadian markets invites offers for controlling interest. Box 1062 **The MANUFACTURING CONFECTIONER.**

CANDY CUPS, glassine, unusual floral and plaid designs, fancy or plain edge. Also chocolate and other solid colors. Also aluminum foil cups, square, round and oval shapes in plain and colors. Write for samples and prices to AUTOLEX LTD., 154 NASSAU STREET, NEW YORK 38, NEW YORK.

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★ MOST MODERN
★ HIGH SPEED

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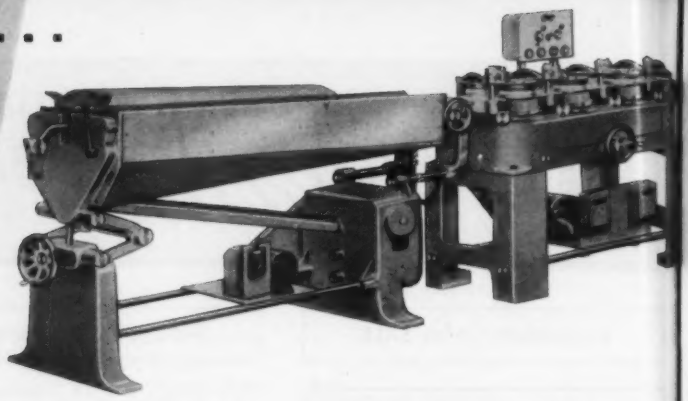

PRACTICALLY BRAND NEW Forgrove Automatic Batch Roller and Rope Sizer.
BATCH ROLLER: The plastic batch is rolled into a uniform rope, suitable for h spinning or feeding into the Rope Sizer. The trough of the machine can be tilted to angle most suitable for the batch. Continuous production can be maintained by joi new small batches to the batch being processed.
ROPE SIZER: This machine is fitted with 4 pairs of adjustable sizing rollers. It p the rope from the Batch Roller and progressively reduces it to a diameter suitable feeding. Production is increased and improved by the feeding of the uniform rop sugar produced by this machine.

AT TREMENDOUS SAVINGS!

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The World's LARGEST STOCK of Modern Rebuilt and Guaranteed Confectionery and Packaging Machinery.

5,000 Machines in Stock.

No matter what you wish to manufacture or wrap, we have a machine for you.

Our engineers are thoroughly experienced in every phase of confectionery manufacturing and automatic packaging equipment. We can solve your most intricate production problems.

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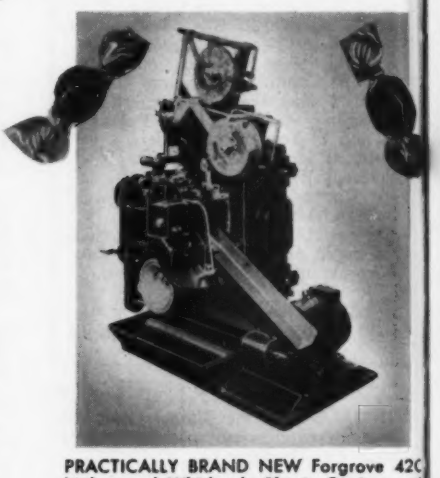
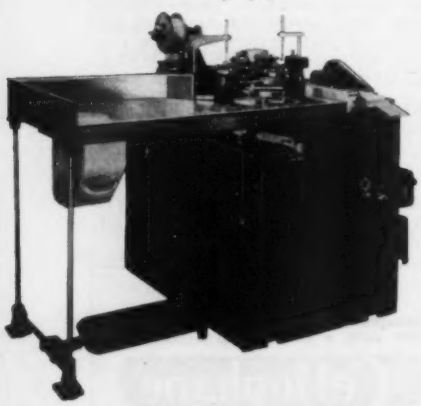
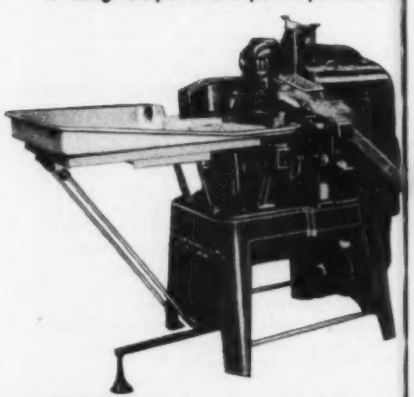


PRACTICALLY BRAND NEW Forgrove 42C high speed Whirl-style Plastic Cutting and Twist Wrapping Machine. ¾" diameter ¾" long. Output is 500 pieces per minute.



Forgrove Model 26D high speed Universal Fold Wrapper. For foil, cellophane and waxed paper. Speed — 100 to 120 pieces per minute. Wraps a variety of chocolates, chocolate covered goods and hard candies of different shapes and sizes. Changeover from one size to another is made quickly and easily.



Forgrove late-style Model 22B high speed Hard Candy Twist Wrapper. Gears running in oil. Wraps up to 150 pieces per minute. Handles soft-center pieces as well as hard candy in various shapes. For cellophane, waxed paper or reinforced foil.

Union Confectionery Machinery Co., Inc.

318-322 Lafayette St. Canal 6-5333-4-5-6 New York 12, N. Y.

UNION Refined Machinery Established 1902

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Advertisements of suppliers are a vital part of the industrial publication's service to its readers. The following firms are serving the readers of *The Manufacturing Confectioner* by placing their advertisements on its pages. The messages of these suppliers are certainly a part of the literature of the industry. Advertising space in *The Manufacturing Confectioner* is available only to firms supplying equipment, materials, and services for the use of confectionery manufacturers.

★ ★ ★

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doodlings

by tom sullivan

THE COST of building even a simple robot, according to Curtiss R. Schafer, engineer with the Norden-Ketay Corporation, is probably ten times that of bearing and raising a child to the age of sixteen.

And then there's the cost of selling the damn thing.

• • •

JEAN COCTEAU, the French writer, comes up with this:

Successful people don't believe in miracles although many of them should.

• • •

HANS DRESEL got a laugh out of this one from *Exhaust*:

An embittered older employe of a firm, reputed for the rapid advancement of its younger men, prevailed upon the owner of a bar adjacent to the building to post the following—

"No vice presidents served at this bar unless accompanied by their parents."

• • •

BUFFALO's Jack Stone was actually petrified when he read the following in Mannie Freeman's favorite tradepaper:

"The Buffalo Tobacco and Candy Table has decided to hold its Christmas dinner-dance at the Lafayette Hotel, December 17. It will be a stag affair."

• • •

AMERICAN WEEKLY's E. E. Kenyon saw this sign outside a Connecticut antique shop:

"You think it's Junk? Come in and price it!"

• • •

THE AVERAGE PERSON, according to the Cincinnati Enquirer, probably hasn't stored up enough treasure in heaven to make the down payment on a harp.

Maybe not even a lyre.

• • •

DR. HORNELL HART, sociology prof at Duke, has discovered through his "Mood Meter" that most of us are depressed a good part of the time. But there are happy exceptions. He finds about 10 per cent of the people have a more or less chronically cheerful attitude towards life.

Incidentally, loons and lunkheads were not metered.

• • •

PERSONALITY, according to Personnel Administration, is what we call our collection of peculiarities.

• • •

BOSTON HERNDON in *Nation's Business* declares:

"Tomorrow's exec must be able to keep his expensive physicists and engineers busy, juggle automation and union negotiations, find new plant sites and keep production going during the relocation period, find new products, be charming to his stockholders and government, and put the Community Chest fund over the top, all at the same time."

Cartoonist Rube Goldberg created just such a character years ago. It was probably he who influenced Harlow Curtice's brother, LeRoy, to stick to painting auto bodies in G.M. plants.

• • •

WE KNOW a guy who volunteered that he doesn't go to church because he can't stand the other hypocrites.

• • •

C. WRIGHT MILLS tells us in *The Power Elite*: "It is not characteristic of American executives to read books, except books on "management" and mysteries. The majority of top execs almost never read dramas, great fiction, the philosophers or the poets."

On the bare chance this may be true, and in the hope of becoming a top exec, we're dropping Shaw, Sterne, Shelley and Spinosa in favor of Ellery Queen, Perry Mason, Erle Stanley Gardner and THE MANUFACTURING CONFECTIONER.

• • •

OTHERS, according to *Advance*, will follow your footsteps easier than they will follow your advice.

Just imagine the disappointments they're headed for.

• • •

HERE'S SOME real illumination from Science Digest: It is estimated that a 3-stage rocket vehicle having a gross weight of one million pounds would be required to place 50 pounds of scientific instruments on the surface of the moon.

We presume that most of our readers knew that all the time but now they can consider it official information.

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VESTA M. KELLY tells us that courtship is a period of time that often starts with a whistle and ends when the groom rings the belle.

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THE EXECUTIVE of the future, says Howard Coonley, in Forbes, will be rated by his ability to anticipate problems rather than to meet them as they come.

If this is so, getting high ratings ought to be a cinch.

• • •

THE LIBERATOR tells us: "It is not the talented but the consecrated who serves the best."

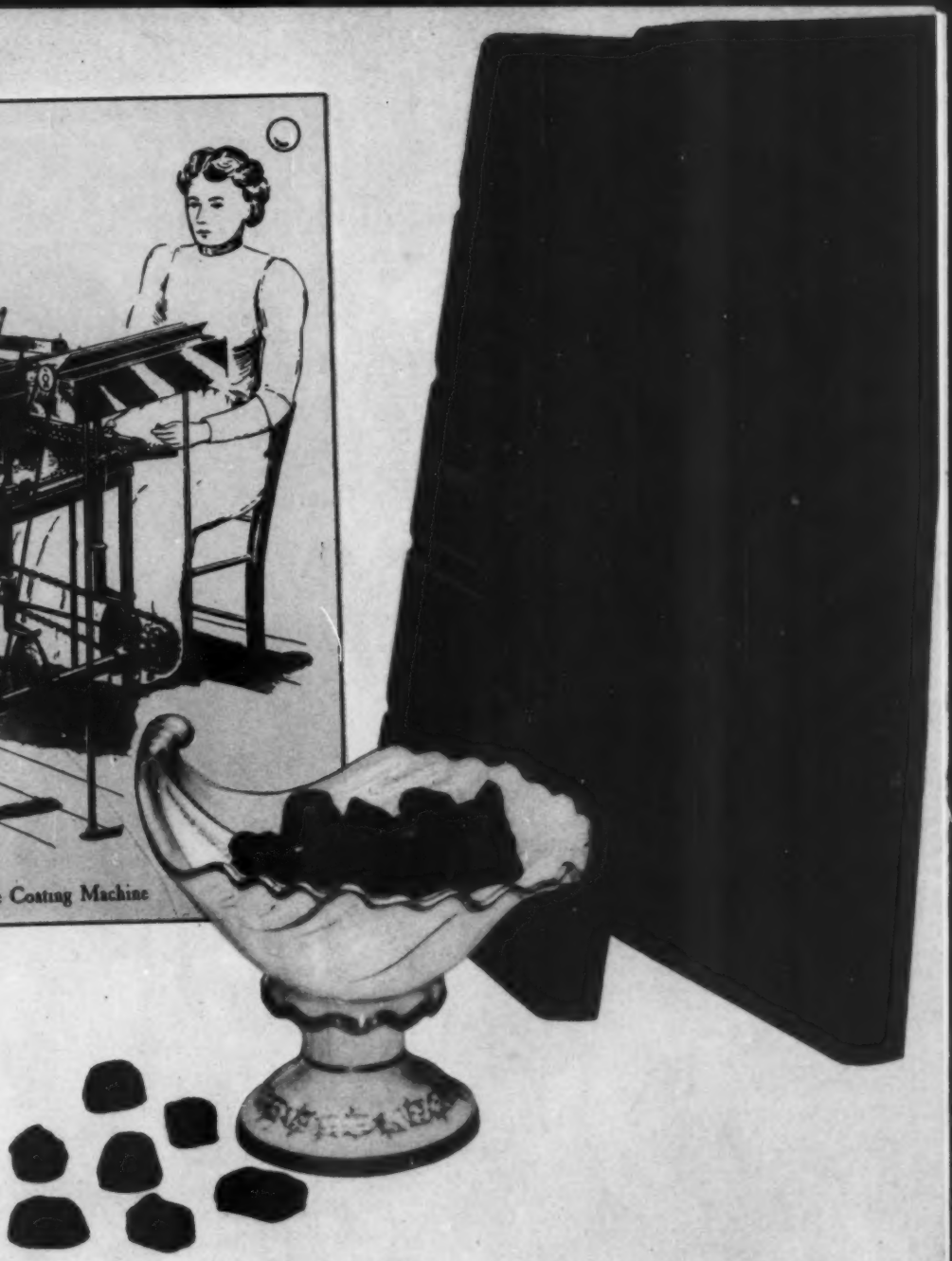
Even better than him who is both?

• • •

IF YOU'RE interested in telling whether a worm is a gentleman worm or a lady worm, we have a sure-fire system, avers the Seng Co. *Fellowship News*. "Just wait until the worm turns—if he signals, he's a gentleman."

Should the lady signal, you'd probably say she's no lady.

An Early Chocolate Coating Machine



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